THE QUILL

MIAMI BEACH CONVENTION NUMBER

A MAGAZINE FOR JOURNALISTS



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October, 1950

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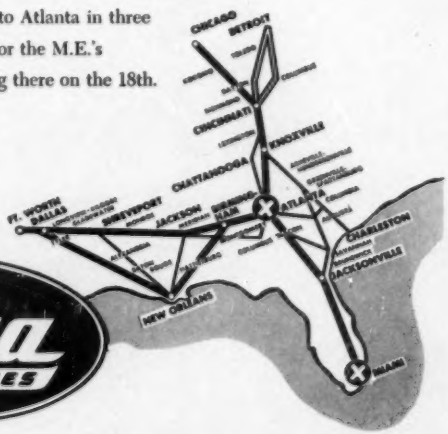
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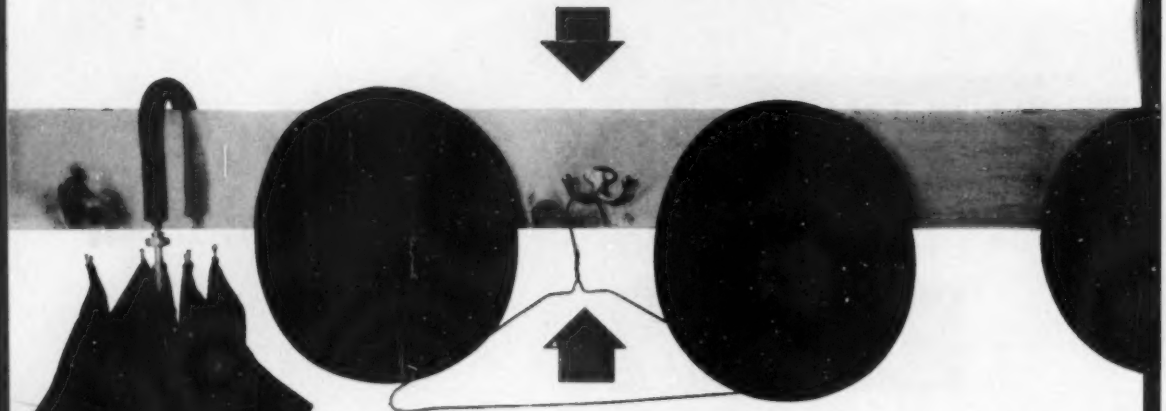
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Table of Contents: October, 1950

Editorial: War and Convention. . . . . Carl R. Kesler 12

Press Does Job in Korea but It's War Nobody Liked. . . . . Relman Morin 15

Press' Role in World Crisis Convention Topic. 16

Correspondent's Dilemma: Reporter or Press Agent. . . . . Ernie Hill 19

Miami Runs Sun and Sand into Modern Glamour City . . . . . Jack Bell 20

Weather? It Floated Noah's Ark! . . . . . E. V. W. Jones 21

It's Likely to Be Datelined Miami. . . . . John T. Bills 22

From Artichokes to Zucchini. . . . . George H. Cooper 24

Press Plays Important Role in Florida's Long History. . . . . Elmer J. Emig 25

Wise Censorship Must Be a Compromise. . . . . J. R. Wiggins 26

Sports Busy Beat in Miami . . . . . Morris McLemore 28

Miami Newsmen Look South to Latin America. . . . . Charles Fernandez 29

University of Miami Keeps on Building. . . . . James S. Penny 30

In Most Ways Florida Lives up to Its Boasts. . . . . Stephen Trumbull 31

An Easy Guide to Buried Treasure in Florida. 32

A Cook's Tour of Miami Area. . . . . Bill Baggs 34

Press Played Major Role in Growth of Miami Beach . . . . . Tom Smith 36

Caribbean Beauty, History Tempt Visitor to Miami. . . . . Jack Thale 38

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Miami Beach, Florida
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Guide to Advertisers

	Page
American Greyhound Track Operators Assn.	51
Bahamas Government Development Board.	52
Broadcasting Telecasting	4
Buick	43
City of Miami.	13
City of Miami Beach	14
Classified	60-62
Cobbs Fruit & Preserving Co.	44
Coca-Cola Company	5
Cuban Tourist Commission	48
Delta Air Lines.	2
Denver Post.	59
Eastern Air Lines.	37
Editor & Publisher	64
Electro-Motive-Division—General Motors	11
Esso	7
Florida Fruit & Vegetable Association	47
Florida Lime & Avocado	53
Florida Natl. Group of Banks	35
Florida Power & Light Co.	41
Florida Times-Union [Jacksonville]	10
Goss Printing Press Co.	9
Gulfstream Park Racing Association	56
Hialeah Race Course	49
International News Service.	3
Johns-Manville	46
Monkey Jungle.	55
National Airlines	45
Orange Bowl Committee	36
Pan American World Airways	39
Radio Station WQAM.	42
Rare Bird Farm	55
Red Adams Bus Lines	58
Sans Souci Hotel.	6
Seven Seas Restaurant	34
South Dade Farms	57
Standard Oil Co. (Indiana)	63
State of Florida	8
Tradewinds & El Morocco	50
Tropical Park Race Track.	55
U. S. Brewers Foundation	40

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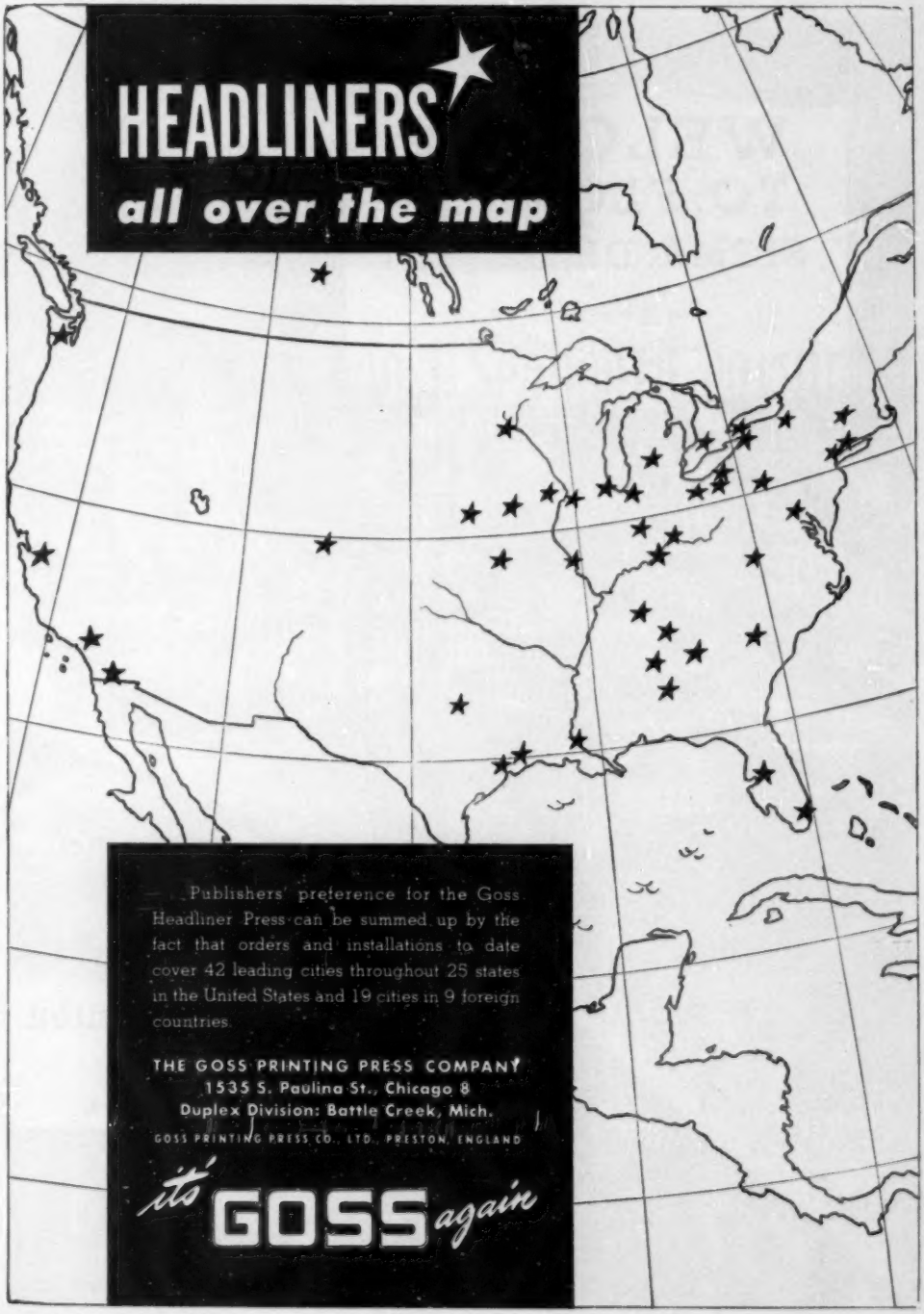
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Diesels help boost Seaboard earnings

THE Seaboard Air Line Railroad credits a growing fleet of Diesel locomotives with being an important factor in improving earnings this year. For the first six months, earnings before fixed charges were $8,251,944, an increase of $2,134,237 over last year.

First railroad in the South to adopt Diesel power for mainline service, the Seaboard installed its first General Motors Diesel locomotive in 1938. Today's Diesel fleet includes 147 GM units which have accumulated well over one hundred million miles in all classes of service.

Additional units have been ordered for delivery in 1950, as the Seaboard moves toward complete dieselization. This year the road will handle more than 81% of its freight service, 87% of passenger service and 59% of yard switching with Diesel power.

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THE QUILL

A Magazine for Journalists

Vol. XXXVIII Founded 1912 **No. 10**

War and Convention

NEXT month Sigma Delta Chis will gather in Miami Beach for the thirty-first convention of the country's only professional journalism fraternity. Sigma Delta Chi itself is forty-one years old. It was three years after its founding before the infant organization was able to hold a national meeting. The rest of the gap between age and number of conventions can be laid mostly to war.

The first world war prevented two national conventions while young members of a young organization scattered to recruiting offices and officers' training camps in 1917 and 1918. It was four years after Pearl Harbor before a convention was held in Chicago in the Autumn of 1946. Whether Korea was labelled "police action" or war correspondents wore a United Nations brassard instead of a United States one was not important. It was war again. The victories that followed the brilliant Inchon invasion appear sure to end the shooting before November but it will be an uneasy truce.

Even with peace in Korea, the harsh fact of preparation for other wars will cast its shadow over what promises to be Sigma Delta Chi's most successful convention. Nor will the fraternity try to pretend the shadow is not there, even on Florida's sunny beaches. If the cold war that became hot in Korea breaks into flame elsewhere, it is quite likely that after Miami there may be another gap in national meetings.

This special issue of The QUILL—the largest ever printed—and the convention program and special articles it features certainly document a forecast of "most successful" for the Miami Beach gathering. The Greater Miami chapter has done a magnificent job of planning. It has shown an energy and an initiative that mark it clearly for what it has been practically from the day it was chartered—one of the very best professional chapters we have.

If ever a group of convention hosts deserved a turnout, the boys in Miami do. And in turn, the professional and social program prepared in Miami Beach promises ample reward for any delegate's long journey to the fraternity's southeastern outpost. Fun and fellowship await convention goers in Florida and it would be a surly idealist who would attempt to argue that fellowship does not play a legitimate role in the practice of a profession. The professional theme of the program could not be more timely. It is journalism's job in the crisis that confronts this nation as the leader and the hope of free men.

SIGMA Delta Chis can be proud of the record of the American press as they convene in Miami Beach. It has tried to meet the challenge of new war, of confused national and international policy, with vigor and honesty. The press has been handicapped by the doubts that haunt everybody in what the historian Arnold Toynbee would call this "time of troubles." It has striven to rise above partisan politics in the national defense and at the same time remember that politics, however much abused, are still vital to our course as a nation.

The actual war coverage by the press has been superb, despite the fact that this bitter conflict has largely been, as Relman Morin says in this issue of The QUILL, a war "that is no good at all." War correspondents have told the truth even when it hurt—and it has hurt—and they have paid dearly for the privilege. Eleven of them have been killed in the Korean theater and another score are reported missing in action, captured, wounded or injured.

The press in this task has had its critics without and its doubts within its own ranks. The critics have felt the reporting should not have been so blunt in a war in which we were outnumbered and outgunned for many months. They feared its effect both on our enemies and on morale at home. Editors in turn faced the delicate task of at once backing our men in combat and putting blame where blame is due for their unpreparedness.

THE case for forthright reporting was ably stated by John S. Knight, former honorary president of Sigma Delta Chi who will speak at Miami Beach. He took occasion, in his "Editor's Notebook" published in his four newspapers, to answer a reader who feared the press was giving aid and comfort to the enemy and wrote to suggest that "even the truth should not be spoken at all times." During a dark hour of the Pusan defense, Mr. Knight answered this argument for soft-pedalling the truth with:

"The greater danger is that if newspapers should exercise the restraint which you suggest, we would, in the end, succeed only in deceiving ourselves by withholding the truth from the American people.

"At the risk of being charged with providing 'propaganda for Russia,' a newspaper would be derelict in its duty if it did not report the facts from Korea. . . ."

Mr. Knight concluded:

"The experience of two world wars had taught us that when the people of this country are given the truth, disconcerting as it may be, they rally magnificently to the task at hand. They must not be asked to accept less than the whole truth now."

Many editors have felt that unpleasant as the reality of still another war has been, the American people were "ahead of their government" in their realization of what must be done. I suggest that the front line reporting of Keyes Beech, Homer Bigart and many other newspapermen was in large measure responsible for this.

CARL R. KESLER

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Are journalists people?



ABSOLUTELY! They eat, sleep, breathe, travel and come to Miami conventions... like the Sigma Delta Chis, to whom we extend a friendly welcome!

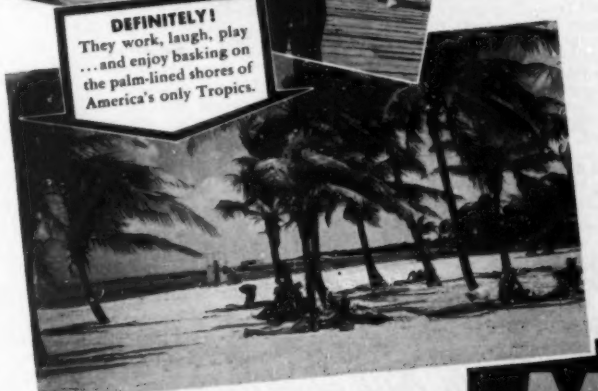
POSITIVELY! They walk, talk, love their families, wear clothes... and get their pictures taken with large fish captured in Miami waters!

INDUBITABLY! They live in houses, go to movies, recite poetry ...and write nice things about Miami, for which we are genuinely grateful!





DEFINITELY! They work, laugh, play ...and enjoy basking on the palm-lined shores of America's only Tropics.



SO — as Florida tourists, as Miami's welcome guests, as *people* — Miami invites the journalists of Sigma Delta Chi to catch a sailfish, try our golf courses, stretch out on smooth, soft beach sand and *forget* about journalism outside the business sessions of your convention. We're mighty glad to have you and hope you enjoy your Miami visit!

AN OFFICIAL MESSAGE FROM THE CITY OF

MIAMI

and a cordial invitation to call on the Department of Publicity, Room 304, City Hall, for anything you need at any time in the way of pictures, stories, facts, figures, etc.



Miami Beach is going all-out to Sigma Delta Chi

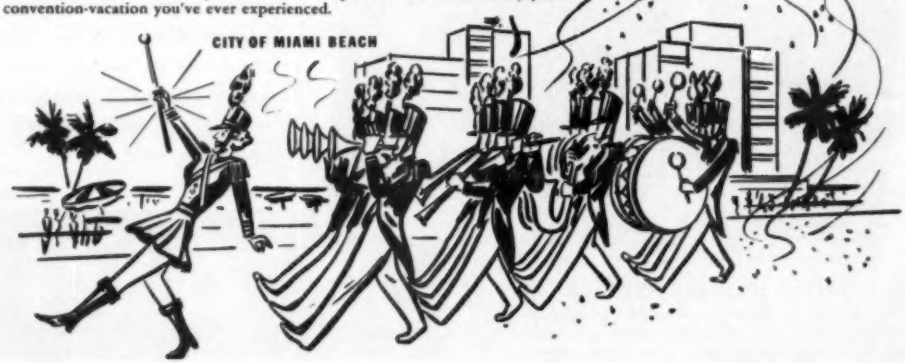


All departments of Miami Beach's city government, including the news and convention bureaus under the direction of a fellow member, join in welcoming you to Miami Beach and in offering their all-out cooperation for making this the most successful convention in Sigma Delta Chi history.

While you are in this much written-about resort city, we hope you will enjoy the many exciting attractions which have made Miami Beach world-famous. You'll find the finest in resort accommodations and homes on the 30-odd picturesque islands that make up Miami Beach. You'll see a range and variety of recreational facilities and scenic effects that will make you want to return as soon as possible. And you'll discover for yourself why more and more visitors from every corner of the globe come to Miami Beach throughout all seasons of the year. Spring, summer, and fall visitors since 1947 have exceeded winter vacationists prior to World War II.

And remember, we are at your service to help make this the most enjoyable convention-vacation you've ever experienced.

CITY OF MIAMI BEACH



Fatigue and Danger at Front

Press Does a Job in Korea But It's War Nobody Liked

By RELMAN "Pat" MORIN

AT the beginning of each bright new day in the press camp in Korea, a correspondent, if he wished, might avail himself of an institution known as "the apology hour." It began at 7 o'clock and ended, inflexibly, at 8.

During that hour the jagged words of the night before were supposed to be scrubbed from the record, and there was no carry-over unless as an anecdote. The theory was, of course, that a correspondent can take care of only one war at a time. And anyway, there is no more *veritas* in fatigue, fleas and general depression than there is in *vino*.

The "apology hour" was a product of the Korean War alone.

It did not exist, to my knowledge, either in Europe or the Pacific during the last one. To be sure, there were some cyclopean brawls in the press camps, and even in the field, while stuff was falling all around. I remember a dandy at Salerno. It started when one correspondent innocently referred to another as a "fat cat," a descriptive for one who walked ashore after a beach had been cleared, as against landing with an assault wave.

We all got in the act. Some claimed it was a reflection on the man's courage, and others said it was a disparagement of his beltline. He himself was not especially sensitive about either, but hard words were spoken, one thing leading to another, and it gave us something to do until the racket ended outside.

The point is that, in that better war, there was no need for an apology hour. The rush of each new day's movement, the thrill of an advance, the holiday quality of entering a captured city with flowers, kisses and wine, the sure knowledge of ultimate victory—personalities were reduced to near zero in such swift action.

There has been none of this in Korea.

PHYSICALLY, it is a sour and uninviting country, in my opinion. Even before the war, when I had occasion to pass through on the way to Manchuria, I never lingered in Korea any longer than necessary to get the information I wanted. A queer melancholy broods over the country. It is not so much in the way it looks—the hills are rounded and green and the land between is China yellow—as the way it feels.

The people had neither the warm color of the Chinese nor the charm of the Japanese. A wary and even baleful hostility for foreigners was in their eyes, as well it might be after centuries being the football between Imperial China, Imperial Russia and Imperial Japan. Their position in Asia parallels Poland in Europe.

But I am digressing. I started out to say that, pictorially, Korea is no Italy or France or Luxembourg.

Neither was the Western Desert, for that matter, or North Africa. War corresponding is not meant to be a travel tour through some fair and smiling land. Still, if your surroundings are unfriendly, the job is that much more unpleasant.

Moreover, the military position in Korea has been even less attractive than the country. On any other story, you sit and observe and check your sympathies at the door. But go into a field with an army and that cold objectivity is soon gone. Whether it is your own army, or Canadian or Indian or even a rag-tag mob of shoeless French partisans, these guys become your guys. You share the victories and hurt, with them, in defeat.

At this writing, the military situation in Korea is much better. The phase of retreating, improvising, jerry-building, being flanked and infiltrated, and then retreating some more—this is finished. A continuous line has been established. It has withstood very serious pressure and I think it cannot be broken now.

(Editor's Note: Pat Morin was prophetic. This was written in the Pusan bridgehead area before he left with other correspondents to cover the invasion at Inchon which cut the North Korean army in two.)

So, up to this point, it had been a mean and vicious war. None is ever very good, but some are worse than others. This one has been no good at all

THE first time you go to a war, it is because you don't know any better. As a correspondent, that is.

There are 284 correspondents out here now, and the queer fact is that most of them did know better. They knew that this

[*Turn to Page 54*]



A PARTING GRIN—This picture of Relman "Pat" Morin was taken just before he left in July to help direct Associated Press war coverage in Korea. He has been too busy to pose for any more.

NO war is ever very good," says Relman "Pat" Morin, Associated Press veteran who had seen his share of it before Korea, "but some are worse than others. This one has been no good at all." And that might serve as a text for this superb but blunt account of life as a correspondent somewhere outside Pusan before the Inchon invasion. The Quill is delighted to publish this newspaperman's story for newspapermen.

Pat Morin began his career as a newsman at the age of 15 in the sports department of the Los Angeles Times. He interrupted it long enough to finish high school and graduate from Pomona College, in 1929. He was picked among ten other graduates for scholarships in three different Chinese universities, but after one year of this, got a job on the Shanghai Evening Post.

Pat came home in 1931, became sports editor of the Los Angeles Record, but went back to the Orient for the Associated Press in 1937. Pearl Harbor caught him in Indo-China and he was interned. Later, he was released through an exchange of Jap nationals, after refusing a Japanese proposition to become their Lord Haw Haw and do propaganda broadcasts for the Nipponnese.

Morin covered World War II in both the Pacific and European theatres. He took over the AP's Cairo bureau in 1944, but was back in France at the time of the armistice. He emerged as one of the top-flight reporters as World War II, became head of the Washington AP bureau and then was elevated to general executive Jan. 1, 1949. But shortly after the outbreak of the war in Korea, he was off to the Orient again where the action was. He is a member of the Washington, D. C., professional chapter of Sigma Delta Chi.



TIMELY SPEAKER—Sigma Delta Chis at Miami Beach will hear Lt. Gen. Alfred M. Gruenther, Army deputy chief of staff for plans, discuss America's defense as it rearms for global security. A brilliant soldier who served with great distinction in Europe in World War II, he has held one top Pentagon post after another since returning from occupation duty in Austria.

Convention Program

Press' Role In World Crisis Topic

TOP leaders in journalism, military affairs and world relations will combine to spotlight the role of the American press in international peace at the 31st national convention of Sigma Delta Chi at Miami Beach Nov. 9-11.

And in between the business sessions, members will be offered entertainment ranging from all the orange juice they can drink to a dance under the stars in the sub-tropical garden of a famous hotel on the oceanfront.

An outstanding feature will be a panel discussion on the press' responsibility in covering and commenting on the fight to insure world peace and contain communist aggression.

The discussion will be moderated by John S. Knight, publisher of the Knight newspapers, former honorary president of Sigma Delta Chi and former president of the American Society of Newspaper Editors. It will feature such outstanding figures as Frank Starzel, general manager of the *Associated Press;* Faixfax Cone, chairman of the executive committee of the national advertising agency Foote, Cone and Belding, and others.

The banquet speaker will be Sir Mohammad Zafrullah Khan, foreign minister of Pakistan and recent candidate for the presidency of the General Assembly of the United Nations. Another distinguished and extremely timely speaker will be Lt. Gen. Alfred M. Gruenther, Army deputy chief of staff for plans.

Grove Patterson, editor-in-chief of the Toledo *Blade* and honorary president of the fraternity, will keynote the convention. Delegates will hear two well-known Atlanta journalists, Ralph McGill, editor of the *Constitution*, and Raymond B. Nixon, director of journalism at Emory University and a leader in journalistic research.

Another lively discussion is foreseen when Louis M. Lyons, curator of the Nieman Foundation at Harvard University, presides over a panel of widely read newspaper columnists. The panel members will be John Crosby of the New York *Herald Tribune*, Inez Robb of *International News Service* and Robert C. Ruark of *United News Features*.

CONVENTION headquarters will be at the ultra-modern oceanfront Sans Souci hotel, with any overflow being taken care of at other hotels along Miami Beach's famed Collins avenue. All hotels at which delegates and members will be quartered have made special low rates, ranging from $5 to $8 a day per person.

President Carl R. Kesler, Managing Editor Hoke Welch of the Miami *Daily News*, president of the Greater Miami Professional chapter, and Managing Editor Lee Hills of the Miami Herald, general chairman of the convention committee and a national executive councillor, have endeavored to prepare a program with a proper balance between serious convention business and a sampling of the entertainment for which Greater Miami is famous.

In addition to the cabanas, swimming pools, beach and other entertainment offered by the hotels, delegates will be tempted by such fare as a luncheon at the "Suntan Campus" of the University of Miami, a buffet in the palm-hung patio of the Coral Gables Country Club, a night football game between the University of Miami and the University of Louisville in the picturesque Orange Bowl stadium and a dance in the garden of the famed Roney Plaza hotel after the annual banquet Saturday night.

Sightseeing tours have been arranged for free hours to give delegates opportunities to see some of South Florida's tropical trees, flowers and animals. Trips available will include visits to a serpentarium, rare bird farm, monkey jungle, tropical garden and a swing through the lush grove country where trees will be heavy with tropical fruit and thousands of acres of beans, tomatoes and other produce that make Southeast Florida the nation's "winter vegetable garden" will be maturing.

For the ladies, special entertainment is being arranged by a committee headed by Mrs. Lee Hills.

PRELIMINARY organization of the convention will get under way on Wednesday, Nov. 8, with registration of delegates from 12:30 to 6 p. m. in the Sans Souci lobby. The Executive Council will meet at 9:45 a.m. Wednesday and committee organization meetings will be held from 2 to 6 p.m.

Also on Wednesday afternoon will be tours of the publishing plants of the *Herald* and the *News* and affiliated radio stations.

The newspaper tours should be especially interesting to delegates since both newspapers are now produced by teletypesetter, the only large metropolitan papers in the country which have successfully carried out this change.

At 6 p.m. on Wednesday, the Greater Miami professional and University of Miami undergraduate chapters will be hosts at a buffet supper in the Sans Souci.

THE opening business session will start at 9 a.m., with addresses of welcome by Florida's Governor Fuller Warren and Mayor Harold Turk of Miami Beach. Honorary President Patterson will follow with a keynote talk.

The Toledo editor, who started his career in Ohio journalism in 1905 and has been with the *Blade* since 1910, is famed







PRESS AND GLOBAL CRISIS—John S. Knight (center) will lead a panel discussion of American journalism's task in seeking peace in hot and cold war. He is editor, reporter and publisher of four newspapers, including the Miami Herald. His panel will include Frank Starzel (left), general manager of the Associated Press, and Fairfax Cone (right), leading advertising man.

Program for 1950 Convention

WEDNESDAY, NOVEMBER 8

(All events at Sans Souci Hotel unless otherwise designated)

9:45 a. m. Executive Council meeting—SDX officers' suite.
2:00 p. m. Tours of Greater Miami newspaper, radio and television facilities.
6:00 p. m. Reception and buffet, Greater Miami and U. of Miami Chapters, hosts.

THURSDAY, NOVEMBER 9

7:30 a. m. Chapter advisers' breakfast, terrace, Robinson Printing Co., Orlando, host.
9:00 a. m. Opening session, Cavalier Room. Hoke Welch, managing editor, Miami Daily News and president, Greater Miami Professional Chapter, presiding.
Addresses of welcome by Gov. Fuller Warren and Mayor Harold Turk, Miami Beach. Keynote speech by Grove Patterson, Toledo Blade, honorary president. Officers' reports.
12:30 p. m. Luncheon, Vendome Room, as guests of the Miami Daily News. Speaker: Ralph McGill, editor, Atlanta Constitution.
2:00 p. m. Business session—Cavalier Room. Reports and discussion of reports. Address: "Implications of Recent Journalism Research," Dr. Raymond B. Nixon, Emory University.

FRIDAY, NOVEMBER 10

9:00 a. m. Concurrent sessions: Forums on undergraduate chapter activities, Cavalier Room, Floyd Arpan, presiding; professional chapter activities, Mezzanine, John M. McClelland, Jr., presiding.
12:30 p. m. Luncheon, Student Activities Building, University of Miami. Host: University of Miami. Speaker: President Bowman T. Ashe.
2:00 p. m. Columnists' Forum, Beaumont Hall: John Crosby, New York Herald Tribune; Inez Robb, INS; Robert C. Ruark, United News Features. Louis M. Lyons, curator, Nieman Foundation, presiding.
6:00 p. m. Dinner, Coral Gables Country Club. Host, City of Coral Gables.
8:15 p. m. Football game, Orange Bowl—University of Miami. Hurricanes vs. University of Louisville Cardinals.

SATURDAY, NOVEMBER 11

10:00 a. m. Professional session, Miami Beach Municipal Auditorium.
Forum, "The Press and International Peace." John S. Knight, president, Knight Newspapers, presiding. Fairfax Cone, chairman of Foote, Cone & Belding; Frank Starzel, general manager, Associated Press, and others.
12:30 p. m. Luncheon, Vendome Room. Host: The Miami Herald.
Off The Record Address: Lt. General Alfred M. Gruenther, U. S. A., Deputy Chief of Staff for Plans.
2:00 p. m. Business session: Election of officers, fellows.
7:00 p. m. Banquet, Saxony Hotel, President Carl R. Kesler, presiding.
Announcements and presentation of awards. Address: Sir Mohammad Zafrullah Khan, foreign minister of Pakistan.
9:30 p. m. Dance, Roney Plaza Hotel Gardens.

as a dynamic speaker and world traveler. He, too, is a former president of ASNE and holds decorations from the governments of Spain and Poland.

Patterson's address will be followed by reports of President Kesler, Executive Director Victor Bluedorn and other national officers.

Delegates will be luncheon hosts on Thursday of the Miami *Daily News*. The speaker at this luncheon will be Ralph McGill, nationally famous editor of the Atlanta *Constitution*.

A former Nashville, Tenn., and Atlanta sports writer and editor, McGill became editor of the Constitution in 1942. He is known as a columnist, magazine writer and spokesman for a new and changing South. His public services have included

[*Turn to Next Page*]

SPEAKER—Ralph McGill (below), nationally known editor of the Atlanta Constitution, will address the convention at Miami Beach.



Miami Beach To Offer SDX Big Welcome

[*Continued from Page 17*]

acting as a special consultant for the State Department. He is a former executive councillor of Sigma Delta Chi.

Thursday afternoon Dr. Nixon, who is also editor of the *Journalism Quarterly*, will discuss developments in journalistic research. His talk will precede a fraternity discussion of a national research program.

A research project without precedent in the South got under way at Emory this fall with establishment of the Emory Bureau of Communications Research under Dr. Nixon's direction. He returned to the Atlanta university after spending a year as visiting professor and special researcher in the University of Illinois' Institute of Communications Research.

His appearance at Miami is a Florida homecoming for he worked for seven years on the Tampa *Daily Times*, as reporter, sports, telegraph and city editor and editorial writer, before devoting himself entirely to teaching and research. He is the author of three books and numerous articles on journalism.

FRIDAY morning's sessions will open at 9 a.m. with concurrent sessions of the undergraduate chapter delegates, under the direction of Floyd Arpan, and professional chapter members, with John M. McClelland Jr., presiding. Arpan and McClelland are vice presidents of the fraternity.

The delegates will be guests of the University of Miami at luncheon on Friday in the picturesque Student Activities building along side a man-made campus lake. The panel of columnists will appear that afternoon in the university's main auditorium in Beaumont Hall.





HOST OFFICIALS—Delegates will be welcomed to Florida by Gov. Fuller Warren (left) and Mayor Harold Turk (right) of Miami Beach.

The speaker at the Friday luncheon will be Dr. Bowman F. Ashe, president of the University of Miami, whose struggle to rebuild the university from the wreckage of a disastrous hurricane and from Florida's bursted land boom of 25 years ago, was told in a recent *Saturday Evening Post* article.

Friday evening's entertainment starts with a buffet at the Coral Gables Country Club where delegates will be guests of the City of Coral Gables. It will end with the Orange Bowl football game.

SATURDAY will be red letter day. The program starts at 10 a.m. with the panel discussion of the press and world peace.

Moderator John S. Knight is not only the publisher of four major newspapers including the Miami *Herald*, but he is widely known as an editor and reporter whose signed column, "The Editor's Notebook," appears weekly in his papers. He comes to the convention discussion fresh from a recent swing around Europe where he met political leaders of Great Britain and France and covered the "youth march" on Berlin inspired by the communist rules of Eastern Germany.

A World War I veteran, he was drafted as American liaison officer with the censorship office in London during World War II. He went through the blitz, and when his job was finished in London, he turned reporter to cover the war in the Pacific. He was on the battleship Missouri to see the Japanese surrender and went on to Japan with the first American occupation troops.

Starzel, who will represent the press on the panel, is another of the many outstanding newspapermen who have come out of the mid-west. General manager of the *AP* since 1948, he began his professional career in Iowa in 1922. He joined the *AP* in 1929 and has worked in all phases of its service.

Starzel was advisor at the Anglo-American Telecommunications Conference in Bermuda in 1944 and established the first state wirephoto network for picture transmissions in 1945.

Another of the panel participants, Fairfax Cone, is a 47-year-old leader in the nation's advertising field. He started out on the San Francisco *Examiner* in 1926, later joining the Lord and Taylor advertising agency. Currently, he is chairman of the executive committee of the Foote, Cone and Belding agency, which he helped organize in 1942. He will speak for the newspaper reader and radio listener-in.

The Miami *Herald* will be host at luncheon on Saturday and the speaker will be Gen. Gruenther.

The 51-year-old Army leader started a brilliant career with his graduation from the Military Academy at West Point in 1919. He has been awarded high decorations by the governments of Great Britain, France, Brazil, Poland and Italy, in addition to his own government.

During the war, Gen. Gruenther served as chief of staff for Gen. Patton's Third Army, the Allied Force headquarters, Gen. Clark's Fifth Army and the Fifteenth

[*Turn to Page 62*]

ON MIAMI BEACH PROGRAM—Raymond B. Nixon (left), director of the Emory University division of journalism, will speak on journalism research at the convention and Grove Patterson (right), editor-in-chief of the Toledo Blade and honorary president of Sigma Delta Chi, will give a keynote talk.





It's Easy to Please the Embassy

Correspondent's Dilemma: Reporter or Press Agent?

By ERNIE HILL



Ernie Hill

SOMEONE recently declared that too many correspondents in Washington and abroad are writing the State Department line.

Reporting by handout is practically a tea-cracker snap. Furthermore some alleged journalists just yawn and say: "Well, you know, we have to live with these fellows. Live and let live. Why go around knocking people's brains out?"

The author of the challenge may or may not have intended to limit his indictment to State Department reporting. It could easily be expanded to include reporting of all governmental agencies in Washington, abroad or in your local legislature, your city hall or cop shop.

The idea, nonetheless, rang a bell for one American editor and he set out to explore it. Basil L. Walters, executive editor of the Knight Newspapers,* asked his managing editors, foreign correspondents and Washington bureau members for their opinions.

Were too many correspondents following the State Department up a rosy path? Were too many in the foreign field taking the embassy's word on policy matters? Was anyone challenging handouts from the military branches? Was it true that some news sources were protected by soft reporting on the theory that "we have to live with these fellows."

The score or so of responses produced a wide range of ideas on the subject. The argument is still going on but a number of conclusions are apparent.

ONE of them concerns Washington. The current attacks against the State Department, it seems, indicate that Secretary Acheson's division today is getting a fair measure of critical reporting —although this has not always been true. There were many years during the Roosevelt era and during the war when coverage of high level policy lacked critical perspective.

The truth about Yalta was slow to emerge from the typewriters of Washington. There is belief that other restricted documents dating back to the '30s and '40s could throw light on our current problems. Perhaps, the blame cannot be placed entirely on the shoulders of the capital writers. But somewhere in the Washington setup, there has been a failure.

The current opposition to Secretary Acheson is being fully reported from the statements of the opposition. The best defense of news writing from the capital is that reporters can only write what the State Department says and does. Then they record what the opposition says and does and leave it to the editorial pages for evaluation.

Vigilance in reporting, it was observed, means neither that public officials can do no right nor that they can do no wrong. Domestic politics, of course, plays an important part in the selection of material for news stories. And the editors play an important part in the final selection and display.

FROM the foreign field, however, came a less complicated and at the same time more clearcut indictment of the caliber of news dispatches. Embassies throughout the world apparently have a much better opportunity to exert influence over news writers. Ambassadors, ECA directors, military attaches and economic counselors can and do hold a tighter rein on news reporters.

Correspondents living a comparatively short time in a foreign country too often depend upon them as news sources. Since the foreign press corps is usually small, they become involved as social acquaintances and soon find themselves eagerly or reluctantly doing a job of press agentry that would be spotted much more quickly were it emanating from Washington. Too infrequently do they sit back and take a long objective view of American policy as it appears to American eyes in that part of the world.

Instances were cited where collaboration with embassies and officials proved advantageous in winning awards for foreign reporting. Most public officials are quick to help those who have helped them. In one case, a foreign newsman found a short cut to American citizenship by ingratiating himself to an influential ambassador.

One response from abroad stated flatly: "I believe that too many correspondents I have worked with in Europe and Asia ride along with the State Department's line—whatever that might be. I could give many reasons for my belief but I list three."

Discussed at length, the three included: (1) reporters who believe in current policy do not sufficiently investigate the operation of said policy; (2) many reporters, either through laziness or lack of time, cover the broad picture of events in foreign countries entirely through the eyes of the local embassy; (3) personal relations between individual reporters and government public relations officers and officials often shutter criticism.

HOW that third reason works can best be described by a situation I know personally and have watched for some time.

It is a medium-sized country in which the American press corps usually ranges around a dozen. The embassy there, as in many places, is the center of social life and perhaps the best single news source.

The ambassador holds weekly press conferences. The embassy group gives one to three cocktail parties a week at which, it is assumed, correspondents care to be present to keep in touch with news sources and get stray suggestions for stories.

The embassy also has a sizeable research staff digging into the economics and politics of the country. The ambassador is the kingpin in this little oligarchy of foreigners abroad.

So the correspondent can make himself

[Turn to Page 48]

* *Chicago Daily News, Detroit Free Press, Miami Herald, Akron Beacon-Journal.*

WIDE experience abroad, at Washington and at Lake Success qualify Ernie Hill to discuss the dilemma of the special correspondent who wants to follow no official "line." Before taking over his present assignment covering the United Nations for the Chicago Daily News Foreign Service, Hill reported from European capitals and the Latin Americas.

Before studies in the Latin-American field as a Nieman Fellow at Harvard in 1942, Hill worked in the foreign department of United Press in Washington. Later, in New York City, he wrote Latin American news for Time Magazine.

Born in St. Louis, Mo., Hill attended the University of Oklahoma. He did two years of graduate study in political philosophy after getting his A.B. degree. He reports he served as president of the Oklahoma chapter of Sigma Delta Chi during two lean depression years.



One Bust, Two Booms

Miami Runs Sun and Sand Into Modern Glamour City

By JACK BELL

JACK BELL has seen Miami boom, bust and boom again.

SO far as I can determine, Miami has always been a boom town. 'Way yonder before the turn of the century when the big industries were illegal sale of egret feathers to the ladies and hooch to the Seminole Indians, they talked to the effect that "some day this town's gonna be bigger'n even Key West."

Every frontier has its hardships, of course. Lower Florida had its swamps, its endless weavings of mangrove undergrowth, its billions of mosquitos and poisonous snakes—even antagonistic Seminoles.

When Henry M. Flagler got his Florida East Coast railway as far as Miami and built a huge wooden hotel—it had to be called the Royal Palm—he knew he had something. Many did not.

Flagler and a few others had the vision of a great tourist city. They saw the sunlight and blue water, sands of the seashore and endless days of warm clean weather. They knew millions of Americans would love such a place.

So the nation's craziest real estate boom, which came along in the early '20's, found most of the home folk saying, "Where've you been all this time? Let's go!"

And how we went!

AMERICA had nothing even close to the fantastic hysteria. We've had gold booms, oil booms, silver booms. Such things are understandable. But Miami's boom was a simple matter of selling land.

It wasn't good land, as soil goes. It was mostly sand or lime rock or swamp. The high land—10 to 15 feet above sea level—was covered with tough palmetto and scrub pine. The low land was under water with each heavy rain. And the lower land was under Biscayne Bay or the Atlantic Ocean. The binder boys thought nothing of selling lots from beautiful plans—the whole thing under water. And, fantastic as it may seem, much of it today is solid land on which beautiful homes have been erected. Dredging did it.

On the other hand, thousands of miles of sidewalks were laid and light poles erected 'way yonder inland and long since swallowed by Mother Nature. It's no rarity to find half-crumbled gateways covered with vines and cracked sidewalks running off into the woods. And 'twas a conscientious developer indeed who bothered to put wiring in those light poles before he laid the sidewalk.

Nobody kept records of how much money was handled. It wasn't unusual for the Miami *Herald* to turn down 12 to 15 full pages of advertising a day. The *Herald* was the largest newspaper in the nation for thirteen straight months in 1925-26.

THE Miami boom developed one of America's most unique characters, the aforementioned binder boy. He came from everywhere. He lived two, four, six and eight in a room, wherever he could find a bunk. He was never very clean. He always wore knickers because they didn't require pressing. He usually wore a white shirt and bow tie—no coat.

On July 1, 1925, Miami had 5,917 licensed real estate brokers and was adding them fifty a day until October. In that month, building permits were $15,787,539 more than the total for all of 1935.

Every real estate agency had its quota of binder boys. The mechanics of the binder were simple: The prospective purchaser paid 10 per cent down and got a binder receipt. Soon the binder boys found that binders were as good as money and began trading among themselves.

It wasn't unusual for a bit of land to change hands half a dozen times a day. Usually, the deed went to the last buyer that day, with mortgages clinging to it like ticks to a hound dog and the brokers and binder boys having the cash.

As for figures—The Miami Shores Development Company was a $62,000,000 affair. In Coral Gables, which had busses bringing down prospects from New York, Philadelphia, Chicago and other cities, sales were around $150,000,000. Joseph W. Young came from Indiana and started Hollywood-by-the-Sea as a mere subdivision. And, almost before he knew it he had a $20,000,000 city on his hands.

Carl G. Fisher, who developed Miami Beach, had close to $75,000,000 in cash and properties at the height of his spectacular career.

SEMINOLE BEACH, one of N. B. T. Roney's ventures, will best serve as an illustration of Miami's boom-time craze.

This subdivision, just north of Miami Beach, contained 115 acres. Roney and an associate bought it for $3,000,000. They didn't use a line of advertising on that one—only the telephone and rumor.

On the day of the sale, Seminole Beach was sold in seven hours, bringing $7,645,000. Within a week it was resold for $12,000,000. All of the lots were sold on 10 per cent deposit, with another 15 per cent due in thirty days.

When that thirty days was up, the boom was gasping. So were the buyers and the binder boys.

All this time, other square miles of Florida were being sold by enterprising workers. Bert Schreiber of Miami paid $1,750,000 for 300,000 acres of land near Tallahassee, the state capital, and sold it a week later for $2,000,000 and never saw it.

Jacob Goldman of New York bought 400,000 acres in far off Liberty County which he couldn't even reach by road. Huge chunks were bought up all over the state—enough land to settle all the people of the United States had the subdivisions been developed.

AND then came the crash of November, 1925. People began to think. Railroads and steamship lines were clogged by building supplies destined for Florida and the freight embargo was still on. Smart operators started cutting prices, trying to get from under.

And so the boom ended. Many of the boys continued to go through the motions for a few months, telling each other that all would be well.

All was very unwell. Realtors faded away in the dead of night and dust gathered on desks. Banks failed. Buildings stood half finished. The binder boys folded their other pair of knickers and left town. Gambling houses closed.

[*Turn to Page 52*]

JACK BELL came to the Miami newspaper scene in 1925 as a sports writer and saw the dizzy land boom develop and collapse. He writes of that era from the vantage point of one who trod the dizzy treadmill with his own feet.

A native of Champaign, Ill., and graduate of the University of Illinois, Jack has been a member of Sigma Delta Chi since his undergraduate days. He served as a machine gun sergeant in World War I, in which he lost his left arm.

In 1941, Bell turned from sports to a daily human interest column for the Miami Herald—The Town Crier. He went out as a war correspondent for the Chicago Daily News Foreign Service in 1944, covering the China-Burma-India theatre and later the war in Europe.

Florida Forecast

Weather? It Floated Noah's Ark!

By E. V. W. JONES



FLORIDA WEATHER MAN—Grady Norton, nationally known forecaster who heads the Federal-State Storm Warning Service at Miami. Norton claims there is plenty of proof that Noah built the Ark in Florida and that Florida's Fountain of Youth was no myth. His arguments are presented in Eddie Jones' story about Florida weather.

FLORIDA'S climate keeps the Chamber of Commerce secretary frowning most of the time, but most everybody else seems crazy about it. The reason is that the climate is slightly crazy, too.

There will be weeks and weeks of perfect weather. The sun will shine, gentle breezes rustle the palm trees, a lazy surf from an azure sea lap at bathing beauties on the sand. Chamber of Commerce men will assume that "See? I told you so!" look of satisfaction. And 50,000 American Legion men and families will arrive for their national convention. They'll hold a whangdoodle of a parade, scheduled to last eleven hours. Some 300,000 spectators will assemble along the line of march, as they did in 1948. The parade will start under a big, smiling moon.

But everything is building up to a climax. About the time the California delegation reaches the reviewing stand, it will start to rain. Not just an ordinary rain—a crowd-drenching, street-flooding downpour.

Some delegates actually went swimming at downtown intersections.

That's what happened in 1948. Crestfallen Chamber of Commerce people wrung their hands. And what did the American Legion do? It voted to hold its 1951 national convention in Miami.

LAST year, Veterans of Foreign Wars poured into Miami by the thousands for their national convention. They were very happy, for President Truman was to fly down from Washington to address them. The climate was performing perfectly, with the nicest breezes and brightest sun and fluffiest clouds ever.

And so President Truman took off from Washington, headed for Miami. At the same time a hurricane took off from the doldrums, headed for Miami. It turned into something of a race. And while the Chamber of Commerce people stood on the sidelines and wrung their hands, everybody centered their attention on Harry and his hurricane. It was dubbed just that—Harry's Hurricane.

Mr. Truman arrived, made his speech and headed back to Washington. The hurricane veered northward, too, gave the Cape Hatteras lightship a hefty bouncing and whirled out to sea.

That's the way it goes. Never a dull moment where the climate is concerned.

GRADY NORTON, supervising forecaster in the Weather Bureau's Storm Warning Service at Miami, gave a visitor a practical demonstration of how Miami's climate works.

"It's cool up here in your office," the visitor told Norton. "It is much cooler than in Miami proper."

"The temperature is the same here as it is elsewhere in Miami," said Norton.

"Oh, no," replied the visitor. "I just came up from the street and it was hot down there."

Norton reached over and closed the window behind the visitor. They talked for awhile. The visitor took off his coat. He unfastened his tie. He fanned his brow.

"Phew," he blurted. "It's hot up here, too."

"All I did was close a window," said Norton.

"Yes, but you cut off the breeze."

"Of course. A breeze is the difference between being hot and cool here. The temperature is the same."

E. V. W. Jones



That's why Miamians practically live out of doors and keep their houses wide open all the time—except when the biggest of all breezes blow. That's in the hurricane season.

NORTON can prove that Noah was the best storm forecaster Florida ever had, and that he built his Ark here.

The impression has gotten around, Norton begins, that Noah built his Ark in the Near East. But there are reasons to believe that he built it in Florida.

One of the first reasons is that Noah was an expert hurricane forecaster. He predicted a tremendous storm months before it came. He built a boat to ride out the storm. Where, Norton asks, could Noah have gained sufficient experience in storm forecasting to perform this feat except in Florida?

The Bible says that Noah built the Ark of gopher wood. Gopher wood grows in only two places in the world. One spot is around the mouth of the Euphrates river. The other is near Apalachicola, Florida.

Everyone knows that in this hemisphere the normal drift of floating objects is from west to east. Had the Ark been built in the East, on the Euphrates, it would have had to drift completely around the world to reach Mount Ararat. This would have taken much longer than the time the Bible says Noah sailed around in his Ark.

But had it been built in Florida, it would have drifted normally eastward, and after about the right length of time, would have reached Mount Ararat. See how strong the circumstances become for Florida?

ANOTHER of Norton's reasons is the Fountain of Youth story.

Noah was 600 years old when the flood came. And his granddaddy, Methuse-

[*Turn to Page 44*]

It's Likely to Be Datelined 'Miami'

Florida Center One of Greatest News Producers

By JOHN T. BILLS

Associate Editor, THE QUILL

MEMBERS of Sigma Delta Chi attending the national convention at Miami Beach Nov. 9, 10 and 11 will be in one of the greatest news producing areas of the country.

It has been said that Miami, Miami Beach and their neighboring communities, called Greater Miami, produce more lively news than any other metropolitan area. Newsmen who work here say it practically hits you in the face.

Moreover, Miami seems to come up with more local angles in big stories that break elsewhere than any other city.

For example, it was in Miami's Bayfront Park that the attempt to assassinate President Franklin D. Roosevelt was made. An Italian immigrant, Giuseppe Zangara, fired five wild shots at FDR just as he finished a radio talk. Zangara missed, but Mayor Anton Cermak of Chicago was hit and died later. Zangara, whose only explanation was "pains in my belly," was executed in Florida's electric chair.

Newspapermen had a great sidebar on that story. The announcer made radio history that night. He couldn't see what was happening and when he heard the gunfire he spoke into his microphone: "It's such a happy crowd, folks, that somebody is shooting off firecrackers. We return you now to our studio."

GARGANTUA, the circus gorilla, chose Miami in which to die. The Duke and Duchess of Windsor held their first press conference after his renunciation of the British throne in Miami's harbor, aboard the yacht of Internationalist Axel Wenner-Gren.

While the Duke was governor of the Bahamas, the Duchess came to Miami from Nassau to have a wisdom tooth extracted. A rumor got out that it hadn't been dental surgery but a face lifting operation. And that, plus the denials, made headlines.

While the Duchess was convalescing, the Duke boarded a Coast Guard plane and flew to a rendezvous at sea with President Roosevelt aboard the cruiser Tuscaloosa. They worked out details for United States defense bases in the British West Indies.

Miami newsmen covered the Navy's worst shore disaster, a $30,000,000 fire that destroyed the Richmond Air Base 20 miles to the south during a 1945 hurricane. Another hurricane produced one of the top 10 stories of 1935—the drowning of some 500 World War I veterans in a WPA camp in the Florida keys.

Nearly every year, the hurricane season flings Miami date-lines around the world.

One of the biggest jewel robberies of the late 30's occurred here. A sneak thief entered opera singer Grace Moore's hotel room and stole $140,000 worth of gems.



John T. Bills

During a family quarrel, wealthy Mrs. Emily Gilchrist Wells of New York City hid some $400,000 in strange places about her Miami Beach winter home. Newsmen helped the husband and police recover $100 and $1,000 bills from flower pots, kitchen utensils and clothes closets.

At Miami Beach during World War II novelist Ursulla Parrott did something a squad of Nazi storm troopers probably couldn't have done. She talked her way into the OCS prison stockade, spirited a young GI out of the guardhouse, hid him in her automobile and sped out the gate—defying the rifle fire of yelling guards.

Pianist Jose Iturbi, here for a concert, was threatened with a barrage of ripe tomatoes by a Miami Beach matron whose cocktail party he had spurned. Iturbi banged the ivories under police guard, but the truculent female failed to show at the concert hall.

Miami newsmen got another break when Kirsten Flagstad came here to sing while Walter Winchell was wintering at Miami Beach. Winchell screamed his Nazi charges and called for a boycott. Flagstad sang to a capacity house.

THE late Lucy Cotton Thomas, Houston beauty who collected five husbands and more than a million dollars after crashing Broadway, settled in Miami in 1940. And she promptly started making headlines and feature pieces in *The American Weekly.*

For some five years, Lucy battled in and out of Miami courts with grizzled Bernarr Macfadden, the physical culturist, over the Macfadden-Deauville hotel which she owned and he leased.

Lucy also quarreled in and out of court with neighbors around an amusement park which she converted into a "culture center." The neighbors tagged it a "screwball country club," and sued to have it closed as a nuisance. Lucy turned it into a midget auto race track.

Lucy made news another time when she got a patent on a portable commode for cross country touring.

Miami newsmen covered the most bizarre story of the century—the story of Karl Tanzler Von Cosel, aged German scientist who kept the body of a young woman with whom he had fallen in love in his bedroom at Key West for seven years, trying to bring her back to life.

It was in Miami that an aged husband and wife left instructions that in death they be buried side by side in standing position in solid blocks of concrete. The obituaries noted that services were conducted by the Combs Funeral Chapel and the Ace Concrete Co.

Before Bernarr Macfadden quit Miami Beach for California, he was a prime source of news. He battled his first wife in Miami courts for years before winning a divorce. Then he married a grandmother half his own age in a Miami Beach ceremony that provided as much entertainment as a Shrine parade.

Miami's press corps covered the marriage of Mayor William O'Dwyer of New York City in nearby Stuart and his honeymoon in the Florida keys. And Miami got in on one of screen star Elizabeth Taylor's romances before she married the hotel heir.

Luscious Liz was engaged briefly to William Pawley Jr. of Miami Beach, son

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WHEN John T. Bills says it's likely to be datelined "Miami" he ought to know. As reporter and city editor of the Miami Herald and broadcast editor of the Herald's WQAM, he has had his share of news breaks in the eleven years since he migrated from Texas to the Florida metropolitan area.

John combines the energies of his big native state and alert, news-conscious Miami. He is a director of the National Association of Radio News Directors who finds time to operate a lime, avocado and mango grove and make a hobby of tropical horticulture and organic farming.

He is co-chairman of the general committee which has organized Sigma Delta Chi's convention in Miami Beach in November. He is an associate editor of The Quill who found time both to write this lively article and supervise much of this special issue of the magazine. He was a founder and first president of the Great Miami host chapter.

Back in Texas, John attended Southern Methodist university, served four years in the Army Air Corps in the late '20s, reported for the Dallas Morning News and published two weekly newspapers before going to Miami in 1939. He is married to Jeanne Bellamy Bills, another member of the Herald staff. And Lt. John T. Bills Jr. is fighting with the U. S. Marines in Korea.



of the former U. S. ambassador to Brazil, and spent several weeks here while that romance blazed headlines across the country and made pictures in *Time* and *Life*.

The deaths of J. P. Morgan, Al Capone, Harry K. Thaw, Machado, exiled Cuban dictator, and many other personages, famous and infamous, were reported under Miami datelines. And it was in Miami that the heir to the Spanish throne, the Count of Covadonga, died after an automobile accident in a car driven by a night club cigaret girl. His body still lies in a Miami mausoleum cript.

WINSTON CHURCHILL, while vacationing at Miami Beach in 1947, first proposed publicly his plan of a union of the United States and Greater Britain. And Churchill made another top story when he turned over a turkey an admirer had sent him to a Miami bird farm, with a check to pay for its keep until it died of old age. He explained that he had become so fond of the bird he couldn't think of having it butchered.

It was off Miami Beach that a British warship jumped Hitler's newest type merchant ship, the deisel-electric Arauca, on her maiden voyage, and chased her into Port Everglades 18 miles north. And more than a dozen merchant vessels went down off Miami Beach during the war from torpedoes fired by German subs that lay in wait in the Gulf Stream. Five more stricken vessels were beached after being torpedoed.

Inventors of the Navy's new two-man midget submarine built their first working model on a Florida key and put it through its first diving tests for Miami scribes and photographers. Gar Wood, Detroit industrialist and boat builder, completed the first sea-going model of a radical new type ocean liner in a dry dock on an island in Miami's Biscayne Bay.

The Kefauver senate committee appointed to investigate nationwide crime chose Miami in which to launch its probe. And a Miami newspaper exposed a nationwide blackmarket in babies whose headquarters were in New York.

Miami made headlines across the country when it hired a force of Negro policemen and appointed a Negro as associate judge of municipal court. And liberal newspapers throughout the country ran out of adjectives reporting the story of an all white Miami jury that sent a white man to prison for attempted criminal assault on a Negro woman.

Miami's International Airport has become the leading airport of entry in the United States—a gold mine of news with angles reaching all over the globe.

Most political exiles from Latin America hasten to Miami. One ex-Cuban official arrived with $30,000,000 in old gun cases aboard a yacht and began buying Miami and Miami Beach property right and left, including the Miami team in the Florida-International baseball league.

MIAMI also appears to develop more local angles on big stories that break elsewhere than any other other city.

There was a Miami angle in the dropping of the first atom bomb on Hiroshima. The pilot was a Miamian. And the first official casualty of World War II, a Navy pilot flying anti-submarine patrol in the North Atlantic sector, was born and raised here.

A Miamian was the radar technician aboard the U. S. plane that shot down the first Russian Yak in the Korean war. And when twelve crewmen had to bail out of a B-29 off the coast of Alaska last January, one of the eight survivors was a Miami lad.

A Miami angle developed in the Bugsy Siegel gang killing in Beverly Hills, Calif. Bugsy's girl-friend, Virginia Hill, turned up shortly afterwards at Miami Beach, moved into an expensive house she owned and soon hit the headlines by taking an overdose of sleeping pills.

Miami has always been a hot news town.

The last of the West Indies pirates, James Horace Alderman, was convicted in Miami and hanged in Fort Lauderdale 25 miles north. In the early 1920's, Florida's most notorious outlaw, John Ashley, was brought to Miami's jail for safekeeping. His brother, Bob Ashley, tried a jail delivery. A Miami policeman heard the shooting, saw Bob run from the jail and swing onto the running board of a car, and jumped onto the other running board.

The bandit and policeman shot each other to death swinging from opposite sides of the automobile careening down Miami's main street.

In 1940 I was doing a rewrite trick on the *Herald* city side. Joe Dressman, then city editor, tossed me an *Associated Press* dispatch out of Los Angeles. It quoted an Army major general as saying that California's coastline would be mighty vulnerable in case of war.

"We've got a lot of coastline," Dressman said. "Work in a local angle."

I gnawed my nails and studied the dispatch, trying to figure a legitimate local angle. Finally I went to the morgue and looked up the major general.

He was a Miami man.

From Artichokes to Zucchini

If It's Edible Florida Grows, Eats and Ships It

By GEORGE H. COOPER

THE world knows Florida as a number one winter playground with the American tourist as the top industry. Elbowing the sunseeker for first place, however, is the agricultural industry, a business of growing, harvesting, freezing, waxing and shipping a galaxy of exotic tropical fruits and unromantic staples.

If you ask a Florida grower what he plants, he'll probably throw the book at you—not the Hialeah winter condition book on the bangtails—that book-of-the-year any year, the American seed catalog.

Nothing is scratched by the Florida grower. He plants everything from artichokes to zucchini.

From Key West to Pensacola is a far piece—840 sunlit miles to be exact. That is, by way of Okeechobee, Holopaw, Tallahassee and Sopchoppy. And between these points you will find men from every state and many foreign countries harvesting around the calendar a pot-pourri of edibles from sea, garden, grove and ranch.

WHAT manner of men are these? Native Crackers? No!

A New Jersey Sicilian with broccoli on the east prairie and a Cadillac under the pink porte-cochere. A Red River Valley Swede with spuds in Hastings and a son in medical college. A Georgia Cracker with 1,400 acres of tomatoes and his own truck line. A West Florida native with ten sections of land swarming with more hump-backed cows than the streets of Bombay.

Through large areas of our citrus belt the transplanted Yankees outnumber the native Crackers. The lure of those "Twenty Acres and Plenty" ads has been stupendous.

In the years immediately after World War II—and in most of the years before it—citrus prices were so downright terrible that many of them cussed their luck for ever coming across such ads.

Now, with the shot in the arm that came with the frozen citrus concentrate, prices are good again and everyone is happy—or at least as happy as farmers ever get. Old groves are getting a face lifting, new groves are being planted, and old all-but-abandoned fertilizer bills are being paid. Where there wasn't a pot there's now two pots, and four chickens for 'em. All but the incurable pessimists believe this boom will last.

Down here in the south end of the state we're outside the main tent for orange and grapefruit growing, so we struggle with avocados and limes—while trying to educate you Northerners that no diet is complete without both.

Just as it looks like we're getting you educated, along comes a hurricane and for a couple of years we're practically out of avocados and limes.



George H. Cooper

THE Florida farmer works as hard as any rustic, but he is able—thanks to the happy geography of this irregular peninsula—to catch up on his swimming, fishing and boating with a minimum of absenteeism. He is never far from the Atlantic on the east or the Gulf of Mexico on the west. And in certain favored locations during the hurricane season he can stand in one spot and enjoy these two great bodies of water simultaneously as they merge in windblown wedlock about his ankles.

There are no underprivileged areas. From hog jowls and peas in Perrine to sweet corn and pears in Perrine, all Florida eats high off the hog. And from the mineral sands of Fort Pierce to the rich black muck of Belle Glade, the soils are as varied as their fruits and the men who tend them.

THIS medley of men, crops and soils works in harmony with Mother Nature for a goodly harvest. The danger of over production is carefully controlled by hurricanes, floods and light frosts judiciously timed and spaced.

These hazards, plus other common enemies such as bugs and blight, have drawn Florida growers and ranchers into closer cooperation with each other in recent years. The spirit of rugged individualism characteristic of most men who earn their living from the soil has been replaced by a unification program.

Other factors contributing help of incalculable value to the rapid growth of Florida agriculture are the scientists of the University of Florida's department of agriculture and experiment stations. These men work untiringly at the prosaic and unglamorous task of improving our plants and animals and their growing and living conditions.

Other state institutions and private agencies are also contributing much to the rapid progress Florida's agriculture is making toward becoming the state's chief economic asset. These are the Florida State Horticultural Society, the Farm Bureau, Seedsmen's Association, Retail Farm Equipment Association and the Florida Research Institute.

UNLIKE two sister states to the west, Florida admits that there are forty-seven other states in the Union. And we glory in the thought that all of them have lower average temperatures than ours because low temperatures stimulate appetites for the vitamin-rich fruits and vegetables of our sub-tropical land.

However, honesty obliges me to report that it is still possible for a Florida grower to come out of the small end of the horn—even in this Garden of Eden.

A friend of mine lost more than $100,000 in a farming deal last year, $300 of it his own money.

GEORGE H. COOPER, a charter member of the Greater Miami Professional chapter, is believed to be the only genuine dirt farmer active in Sigma Delta Chi. He was initiated by the now defunct undergraduate chapter at the University of Maine, which went out of existence during his tenure as treasurer.

Circumstances over which he had complete control, namely a wife and two children, forced him into the farming business. He says he was eager to eat three meals a day, too.

Today, Cooper owns and operates one of the biggest farm supply companies in Florida—Glade and Grove Supply Company of Princeton, a few miles below Miami—with branches in five other agricultural areas. He farms several hundred acres of land on the side, growing potatoes and corn; operates mango and avocado groves; and owns a cow ranch up-country.

He never misses a meeting of the Greater Miami Professional chapter unless he is out of the state and he has attended the last four national conventions, at his own expense, as an alternate delegate. He is chairman of the reception committee for the Miami Beach convention. —John T. Bills.

First Paper Founded In 1783

Press Plays Important Role In Florida's Long History

By ELMER J. EMIG



Elmer Emig

OUR own John Temple Graves, in one of his innumerable literary gems, began a depiction of Florida with the line, "A coral finger dipped in blue, it points the mighty Gulf Stream to a place in the Atlantic."

An inviting finger it has been, too. It beckoned the imagination of Columbus during the years in which he begged water and bread for his son and himself as he struggled for aid to point his prows into the far-flung vastness of uncharted seas westward in quest of gold.

It spurred other conquistadors, and it lured Ponce de Leon who in search for wealth and the Eternal Fountain of Youth landed near St. Augustine on Easter Sunday, 1513.

So begins the story of Florida, of events from which newspapers evolved, of newspapers that later were to create events.

Born in the old Pan-American world at the crossroads of greed and conquest of three nations, Florida has achieved in 400 years high position in the new Inter-American world of peace and progress. The story is abundant in tragedy and in romance—the tragedy of struggle with endless obstacles ranging from Spaniards and French and English to booms and fruit flies and hurricanes—the romance of victory culminating in the realization, at mid-20th-century, that the state possesses the Fountain of Youth Ponce de Leon failed to find.

Panfilo de Narvaez, the one-eyed Spaniard, came in 1528 with his reporter Cabeza de Vaca, and discovered St. Petersburg on the West Coast, but not until 255 hard years later was the first newspaper established in what is now Florida, the *East Florida Gazette*, in St. Augustine.

To the spirit of its history Florida's newspapers are inextricably linked. After Narvaez came de Soto, and Tristan de Luna who landed near Pensacola Bay. French Huguenots under Jean Ribaut reached the coast near Jacksonville in 1562, and there built Fort Caroline in 1564. A year later Pedro Menendez landed near St. Augustine, and his Spanish band slaughtered some 400 Frenchmen.

The arrival of John Hawkins at Fort Caroline the same year forewarned the world of English interest in Florida. Came the French again to St. Augustine in 1568, under de Gourges, and massacred the Spaniards to avenge the murder of Ribaut's men. Twenty years later British buccaneer Francis Drake and his band looted and burned the Ancient City.

News now shifted from East Florida to West Florida where, in 1696, scant six years after the first newspaper in America was attempted, the Spaniards settled Pensacola. In 1719 Bienville captured the city for the French. Three times in three months it was assaulted and captured, and in the same year France carved out West Florida and England East Florida.

Again, the British struck St. Augustine in the East. In 1727 they destroyed everything but the walls of the fort, but those inside held. Halting the whites and the Indians temporarily, Oglethorpe attacked the Ancient City in 1740 and failed. Tenaciously the city, like Pensacola, was rebuilt before both East and West Florida were ceded to Great Britain in 1763 by the Treaty of Paris, the year of Florida's first boom. Florida suffered during the War of Independence as she had in previous conflicts that spanned 250 years. In 1783 it reverted to Spain.

WHEN an extra edition of Florida's first newspaper, the *East Florida Gazette*, was published in 1783 to proclaim the defeat of the British, the residents of the state had already undergone all these years of suffering at the hands of Spanish, British and French who pirated their land in quest of world domination. Their grevious sacrifices had been but a footnote to the history of these European dictatorships.

The uninvited did not cease to see the inviting finger. Spain sold the western portion of the state to France in 1795, and in 1803 Napoleon, by the Louisiana Purchase, ceded it to the United States. In the confusion over this highly-desired area, the Republic of West Florida was organized in 1810 and that of East Florida in 1811. Then came the War of 1812, and in 1814 Andrew Jackson, who hated Spaniards and Frenchmen and Indians. Jackson accepted Florida by the Spanish cession and served as its provisional governor. William P. DuVal became its first territorial governor.

This was the historic juncture in the history of Florida and its journalism. For 300 years that seemed never to end, the territory had been the object of the lust of foreign powers. Thereafter, Floridians joined their vision and courage and efforts with those of the people of the American Union.

Historic it was, too, for in the same year, 1821, Walkes Edes established in St. Augustine the second newspaper in Florida and the first after the United States acquired possession, the *Florida Gazette*. Edes was the grandson of the founder of the Boston *Gazette*, most famous of patriot newspapers during the Revolution. His father was imprisoned by the British for his support of the colonists. His brother first printed "The Star-Spangled Banner." Thus it was that Edes came to Florida with firm tradition to set a fine example for editors of succeeding generations.

The territory faced political, economic and social problems of herculean dimensions. During the second boom, 1822-1845, the third newspaper was established in 1824, the Pensacola *Gazette and West Florida Advertiser*. In the same year the eastern and western factions agreed on Tallahassee as the capitol of the territory.

Other newspapers followed. The *Weekly Floridian* was established in Tallahassee in 1828, and in the same year the *Advertiser* in Magnolia. The Key West *Register and Commercial Advertiser* was founded in 1829. The Apalachicola *Advertiser* was started in 1833, in a boom town then the largest in territorial Florida.

[Turn to Page 42]

FLORIDA'S history goes back to Ponce de Leon and 1513. Its first newspaper didn't come along for another 270 years but its press has helped Florida do something the Spanish explorer failed to achieve—discover a Fountain of Youth for both Floridians and their countless thousands of vacationing visitors.

Elmer Emig, who has woven together the romantic history of the state and its newspapers, is well equipped for such a challenging task of research and writing. He has taught journalism at the University of Florida since 1927 and has been closely identified with the press of the state in that period.

In addition to teaching at Gainesville, Prof. Emig was an editorial writer for the Florida Times-Union at Jacksonville. He was elected to Sigma Delta Chi at the University of Wisconsin where he took his master's degree in 1925. He helped organize the University of Florida chapter. He served in Europe in World War I and with the Navy in the Pacific in World War II.

Wise Censorship Must Be a Compromise

Seeks to Balance Military Security With Right to Know

By J. R. WIGGINS

ANOTHER war has brought the American press another problem of censorship, discussed in this timely article by a newspaperman who is in a unique position to see the problem. J. R. Wiggins is not only managing editor of the Washington Post, a leading newspaper in the nation's capital, but is a member of the censorship committee of the American Society of Newspaper Editors and chairman of a similar committee for the Associated Press Managing Editors Association.

Mr. Wiggins came to the Post in 1947 from the New York Times where he had been assistant to the publisher. He began his newspaper career in the early 20's as a reporter and later editor and publisher of a Minnesota weekly, the Rock County Star at Laverne. He joined the staff of the St. Paul Pioneer Press in 1930 and served five years as Washington correspondent before becoming managing editor in 1938.

Mr. Wiggins left his desk in 1942 to join the armed services, returning after service in the Mediterranean as editor of the St. Paul Pioneer Press and Dispatch. His posts with the New York Times and the Washington Post followed. He is a member of the Washington, D. C., professional chapter of Sigma Delta Chi.

WAR censorship, like war itself, starts without formal declaration.

The first shot makes it a certainty. All that is left in doubt is the kind of censorship. Security compels some interference with the normal free flow of the news.

The choice speedily becomes one of wise censorship or unwise censorship. We cannot pick between censorship and no censorship.

Wise censorship, by democratic definition, ought to be a censorship that yields the most security with the least interference with the news. The military cannot have all the security it wishes without denying the people the information they must have to maintain their understanding of and support for the effective prosecution of the war. The people cannot have all the information they would like to have without endangering security. So, some kind of compromise, unsatisfactory to both extreme positions, must be worked out.

Since hostilities began in Korea, the country has been working toward a practical compromise.

THE security-censorship controversy has been hottest in the combat theater. It is a well established military principle that security in a combat zone is the responsibility of the appropriate military commander.

General MacArthur was unwilling to invoke censorship, however, in spite of the promptings of the defense establishment and the acquiescence of much of the press. Early Korean reporting emphasized the difficulty that reporters have in deciding security issues. They were denied access to complete information on either friendly or enemy forces and their editors were even more handicapped. Gradually they have been given more and more military "guidance" in these matters.

The war started on June 24 and reporters were put on their own responsibility not to divulge information useful to the enemy. Military criticism developed soon. On July 15, Col. M. P. Echols, army PIO, refused to *Associated Press's* Tom Lambert and *United Press's* Peter Kalischer, permission to return to Korea. General MacArthur gave them permission after criticizing their stories for bad morale effect. He voiced opposition to censorship and said the Army was not prepared to apply it.

On August 18, the general appealed to the press to censor itself. On July 19, a press officer's error broke a 48-hour embargo on Pohang landings, filed by Homer Bigart of the New York *Herald Tribune*. On July 25, the Eighth Army issued its most complete instructions to correspondents. It announced, among other things, that "criticisms of command decisions would not be tolerated."

Premature reports of the arrival of the 2nd Infantry at Pusan provoked new protests of security breaches. A *Reuters'* disclosure (July 29) that Okinawa troops were in Korea brought further complaints.

These criticisms caused Washington tactfully to suggest to MacArthur that he might invoke censorship. He retorted that the same censorship ought to be invoked domestically, in a statement on August 12. On August 16, correspondents were given a new set of rules—still unsupported by outright censorship of copy. General MacArthur so far had managed to avoid the kind of military censorship he found abhorrent.

CENSORSHIP nonetheless prevailed in Korea. It amounted to the "censorship of responsibility" popularized by the Germans in the earlier days of World War II, as distinguished from the direct censorship of Allied armed forces. The "responsibility" censorship has some advantages—it does not delay copy, for one thing. Its disadvantages are the uncertainty in which it leaves reporters and the degree to which it exposes them to reprisal for "unfriendly" reporting as distinguished from reporting that constitutes a breach of security.

The Far Eastern Command tried to minimize the uncertainty by more and more explicit instructions to correspondents. Its efforts at reprisal proved mild, generally. The experiment gradually seemed to be working better, in spite of some continuing dissatisfaction by both reporters and military people.

The most objectionable "rule" of army headquarters was the ban on "criticism." The press, for the most part, thought it ought to have the right to express "criticism" either warranted or unwarranted and continued to argue that any restraint on reporting ought to be justified solely by considerations of security.

Reporters ignored this injunction, for the most part. Writers such as W. H. Lawrence of the New York *Times* and Joe Alsop of the New York *Herald Tribune* criticized command decisions freely, and suffered no army punishment for their pains.

(Editor's Note: Another censorship conflict occurred in September when Bill Shinn, young Korea-born, American-educated reporter for the Associated Press was denied use of the telephone from the Pusan area to Tokyo. Shinn's bulletin broke the story of the Inchon invasion when his call to Tokyo was quickly relayed to San Francisco for world distribution.

(Shinn had had the good luck to be the only major news association man present at a conference at which a South Korean general announced the invasion to the South Korean press. In Tokyo the Army held up Shinn's announcement as premature although it did question its accuracy. The actual result was that the bulletin was banned in Japan but printed everywhere else, including South Korea.

(The next day, according to reports of the incident in this country, Shinn was denied use of the phone on the ground that he was not accredited to the Far Eastern command. He was allowed to continue writing but other correspondents had to telephone his copy to Tokyo. The incident brought numerous protests in this country.)

REPORTING in the United States continued almost un-influenced by the Korean war until Thursday, July 11. On that date, Admiral Forrest Sherman invited several correspondents and Washington editors to his office to discuss security problems. He expressed his intention to direct Naval personnel not to disclose intended ship departures. The following day he directed Navy officials to withhold advance information on ship movements to the Pacific areas. The Army issued a parallel directive.

On July 14, the Defense Department amplified these instructions.

On July 25, General F. L. Parks, the Army's information chief, asked newspapers to refrain from printing round-ups of National Guard calls.

On August 12, Secretary of Defense Johnson directed the armed services not to make public information on movements of naval vessels, transports or military cargo ships from the West or East Coasts, either before or after their departure.

On August 16, all the services joined in requesting that newspapers refrain from

printing reports of the alerting of military units for movement, on a round-up basis.

These published actions were accompanied by many informal requests to newspapers to refrain from the publication of news regarded by military authorities as dangerous to security. In some cases, newspapers were requested by subordinate military officials to refrain from using unit designations for much publicized military contingents leaving for duty in a most public manner. Other requests related to disclosure of army contract numbers (involving World War II plant locations), description of trigger devices on the atom bomb, name of a highly sensitive military branch employing a person discharged for security reason.

Such requests, becoming more and more numerous, could constitute a most objectionable type of censorship. Newspapers are strongly disposed to accede to what they regard as reasonable requests but a censorship so widely dispersed, so loosely administered and so variously interpreted could become dangerous.

It is a censorship that has been in effect, solely in the hands of the military authorities. While it does not have the sanction of law, or the compulsion of the statutes, requests of military authorities, in wartime, carry great weight. Newspaper editors hesitate to disregard such requests. Yet, they rightly fear that the officers making them may not have balanced the security risk involved against the information sacrifice represented by suppression.

The voluntary censorship of World War II not only kept some things out of print. It also succeeded in persuading the military establishments, on many occasions, that their requests for secrecy did not represent a proper appeal to security considerations. As long as defense agencies make these requests directly to the press, there is no neutral tribunal before which newspapers can plead the right of the people to know. This system could proceed to a point where voluntary censorship on World War II plan would be an alternative welcomed by the newspapers.

IN making their decisions, editors will do well to heed the advice Thomas Jefferson gave to Elbridge Gerry on January 26, 1799:

"Your fellow citizens think they have a right to full information, in a case of such great concernment to them. It is their sweat which is to earn all the expenses of the war, and their blood which is to flow in expiation of the causes of it."

In the absence of any such censorship each newspaper must be its own judge of the nice balance between the right of the people to know and the right of the armed forces to have the fullest protection of security.

THE requests of the military for the suppression of news, in wartime, must be weighed most respectfully. But editors have an obligation to ask:

(1) Will publication really jeopardize security?

(2) Will suppression deny information to the enemy or only withhold it from Americans?

(3) Does the public interest warrant publication in spite of some acknowledged security risk?

These are difficult questions for individuals. If there are very many of them, most editors will be clamoring for voluntary censorship like that in World War II. Such a censorship of the press, it is to be noted, and much of the request censorship now imposed, will be relatively futile, until the government imposes a perimeter censorship on all communications, depriving the enemy of sources of information other than the press. Censorship steps taken in advance of such a perimeter censorship are likely to be more successful in concealing the news from Americans than in denying it to their enemies.

IF there is to be any very considerable domestic censorship of any kind, it ought not get far away from the sound rules laid down by Byron Price, when he terminated World War II censorship. He asserted, at that time, that voluntary censorship:

(1) Must deal only with questions involving war security.

(2) Must never request compliance with a request based on questionable security grounds.

(3) Must avoid interference with editorial opinion.

(4) Must never be influenced by non-security considerations of policy or public needs.

(5) Must not request that utterances of public officials be withheld.

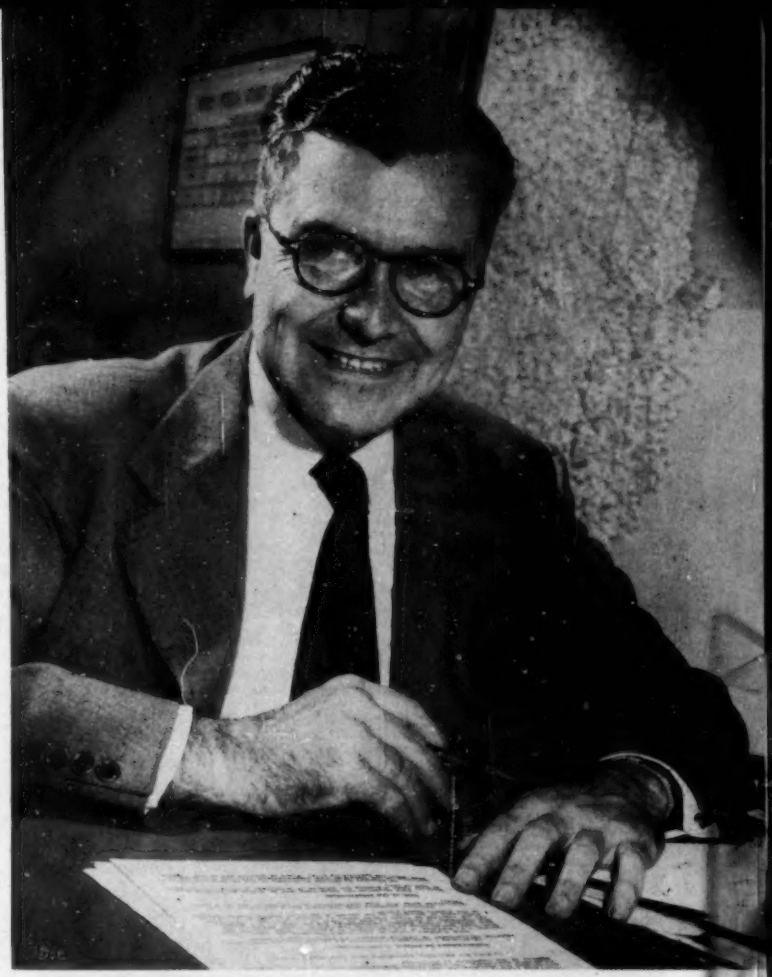
(6) Must not withhold any information from the American public which has been generally disseminated abroad.

(7) Must not vouch for truth or accuracy of news stories.

(8) Must not regulate release dates or matters of ethics.

(9) Must be absolutely impartial and consistent.

(10) Must operate openly, advising the public of every request made of the press.



EXPERT ON CENSORSHIP—J. R. Wiggins, author of this article, is currently serving on committees on the subject for both the American Society of Newspaper Editors and the Associated Press Managing Editors Association. He is shown at his desk as managing editor of the Washington Post.

Burton Fogelberg (South Dakota State '50) is on the city news staff of the Rapid City (S.D.) *Daily Journal*.

Dahl M. Duff (Oklahoma '36) is in New York City as a district editor for the *Oil and Gas Journal*.

No Skiing But . . .

Sports Is Busy Beat In Miami

By MORRIS McLEMORE



Morris McLemore

GREATER Miami has yet to hold a ski meet, but it offers visitors — and sports writers—practically every other known sport from deep sea fishing to jai-alai and bowl football to big time racing. Morris McLemore covers 'em all as sports columnist for the Miami Daily News and sportscaster for Station WIOD.

A native of Georgia, he attended Vanderbilt University and took a degree in journalism at the University of Georgia before joining the Atlanta Journal staff. He returned to Atlanta after war service and joined the Daily News-WIOD staff in 1948. He was elected to Sigma Delta Chi at Georgia.

IF asked to capsule the character of Miami sports into a couple of short gasps, one might say the football is big-league, that baseball never had a finer home, there's tennis and golf for peasants and princes, a wicket for any purse at three major horse tracks and our fans are motivated by enormous appetites for inside information on sure things and wholesale prices on purple shoes.

Naturally, this doesn't cover the subject fully.

Nor will the remainder of the piece I'm hacking on. Without frothing any more than necessary, it is safe to estimate that sports for public consumption in the Miami area have been and are rocketing.

THE University of Miami held its first football game in 1926 and played second fiddle to the big high schools here until the mid 'thirties—yet, for the 1949 season, the Hurricanes attracted 320,000 (a Dixie record) to the Orange Bowl. And three of the eight UM home games were played against teams that must slip somebody a jug to get a headline in their own school papers.

Such opponents are being shed rapidly from the UM schedule. The current list of enemies started back in September with The Citadel, followed by Villanova, Purdue, Boston University, Pittsburgh, Georgetown, Louisville, Iowa and Missouri. There's nothing modest about that lineup. Andy Gustafson has done a brilliant job in his three years, since coming here as head coach from Red Blaik's Army staff, and is suspected of forming a potential Southern champion, either this season or next.

Football teams from Miami high schools —particularly Miami Senior and Edison— have squared off in past years against the best of preps in post-season affairs and usually come out topside. They and the other aggressive high schools in the area keep the Orange Bowl busy four nights a week in the autumn.

Of course, the best-known football project in this region is the Orange Bowl Classic, a most prosperous 16-year-old. Conceived in envy and born of desperation for December publicity, the OB Classic of 1933 mustered almost enough money for a committee of local business men to pay Manhattan College its $3,000 guarantee and present the players with one thin steak each.

Last January 1, however, a mob of 66,200 persons paid a gross of $325,000 to watch Santa Clara, of California, upend the University of Kentucky's favored lads.

Like most towns on a railroad, Miami had a slight experience with professional football after World War II, but the exposure didn't take.

AS for baseball, a most unseasonable subject, we are middling proud of a stadium built for the sport here during the summer of 1949. It remains the outstanding structure of its kind in the nation. Branch Rickey, Brooklyn Dodger president and chief engineer in Rickey's Roundhouse at Vero Beach—the Dodgers' spring habitat—admits this is so.

Mr. Rickey took a stance in Miami Stadium last spring, noted the cantilever roof, hardwood floors in the dressing rooms, precisely contoured outfield, etc.

"You can look at any stadium, or any part of any stadium in the nation," mused the great man, "and then compare this stadium or any part of it to the other—and this is superior."

Baseball Commissioner Chandler was even more generous in his praise on first view. We must admit, however, that the commish criticized the number of private facilities in one of the dressing rooms but another WC has been added since, so we'll make him happy the next time 'round.

Briefly, Miami Stadium cost $1,500,000, seats 14,000 watchers and has a commodious lounge for Class B umpires. That gives you an idea.

THOSE of us who must cope with 120 consecutive days of horse chasing in the formidable dead of winter are most grateful to the brains of Sigma Delta Chi, who saw fit to hold the national clambake here in November. This way, we do not have to knuckle under to the social niceties and conduct delegates to and from the parimutuel windows at Hialeah, Tropical Park or Gulfstream Park, holding their feverish hands in sympathy or to keep them from grabbing the clubhouse rail for a belly-flop amongst the paying customers below.

We shall be happy to take delegates out to the famous racing strips for a peek, however, and they're well worth investigating—if you're a student of horticulture.

Hialeah has remained one of the great tracks of the world since its start in boom days, the magnet that pulls racing's best each winter. Gulfstream — located near the rapidly growing Hollywood-Ft. Lauderdale area—is moving up in importance. Tropical Park changed hands last summer, so we're awaiting its opening next month with some curiosity. . . . Together, these three tracks had a total betting handle of $89,600,135 last season, with the state of Florida tapping that till for $8,022,648 in taxes.

Four dog tracks are available to trap the wary fur-bearing visitor during the hours of darkness each Season, pouring $2,414,707 into the public pocket from taxes last year. And the nation's only jai-alai fronton furnished another $234,160. . . . If this be sin, we have made the most of it.

GREATER Miami also comes up with regular and usually passable weekly boxing shows, polo under lights in the Orange Bowl matches the finest players anywhere and leading golfers of the country will appear here next month in tournaments, as they have since the days of young Hagen and Jones and before. . . .

These are some of our more spectacular sports events and programs. Put them with the swimming, boating and fishing that can be had in and below our matchless waters and you can see how come we're so happy to live off coconuts instead of store-boughten groceries.

Indeed, those of us who pursue information in the sports fields hereabouts have only one sizable complaint. . . . Less personable chaps from Yankee papers and radio stations constantly hammer at the doors of our bosses, seeking to nuzzle us into more prosaic jobs and live on the beach themselves.

It would be appreciated if the gentlemen visiting Miami for the Sigma Delta Chi clambake will, in future, throttle such maneuvers at their source and save us the trouble of vesting the outlanders with concrete and heaving them into the bay.

Listening Post, News Hub

Miami Newsmen Look South to Latin America

By CHARLES FERNANDEZ

GREATER Miami has made good on what once might have been dismissed lightly as a town boosters' dream to become "the gateway to Latin America."

Miami International Airport, a never-sleep city where airliners buzz like flies around a honey jar, has emerged as the nation's No. 1 crossroads of the air.

More international air travelers pass through the refurbished portals of the Miami airport than through any other airline terminal in the country. In fact, during the first five months of 1950, 45 per cent of the nation's foreign air travel passed through Miami—211,386 passengers.

Every one of these passengers was going to or coming from somewhere in Latin America—that vast expanse of twenty republics and a dozen colonies which too many North Americans know loosely as "south of the border."

And everyone of them was a reminder that within a scant decade commercial aviation has erased borders—that it has put Havana, the capital of Cuba, closer to Miami than Florida's own state capital in Tallahassee; the Panama Canal, no farther than Washington.

FOR South Floridians and for Latin Americans, mass air transportation made the "good neighbor policy" a live, curbstone sort of thing where they began to know each other as they would the folks in the next block.

Coinciding with a war-nurtured shift in interest to the United States from their European mother countries, Latin Americans in increasing numbers made Miami and Miami Beach their favorite vacation spot.

In the summer they came at a rate exceeding 15,000 a month—an "off-season" influx that made the nation's winter playground into a year-round resort.

The sudden impact on the economy of Greater Miami was terrific. Hotels, stores, restaurants blossomed with placards saying "*Aqui se habla espanel*" to announce to the Spanish-speaking tourists that they were equipped with Spanish-speaking help.

Miami Beach hotels that traditionally closed for the summer began to stay open all year. Businesses that cut back "after the season" continued to barrel full speed ahead.

The city publicity bureaus of Miami and Miami Beach added Latin American departments—to answer queries, to meet visiting dignitaries, to grind out releases beamed at the Latins. There was no question that Greater Miami had more than realized the dream to become "the gateway to Latin America."

AND less obtrusively—but of even deeper significance to Miami newsmen who watched the sudden development with open-mouthed amazement—Greater Miami became "the eyes and ears of the Americas."

Among the airline passengers were high government officials from both continents, diplomats, industrialists, businessmen—ranking people with stories to tell which otherwise might have been buried in the new Siberia which is much of Latin America.

Others, like President Carlos Prio Socarras of Cuba, made frequent trips to Miami Beach for campaign conferences away from prying Cuban eyes. Some, like ex-President Fulgencio Batista of Cuba and the late millionaire Sen. Jose Aleman, conducted campaigns for the Cuban senate from South Florida homes.

And still others—like former Presidents Maximiliano Martinez of El Salvador, Eleazer Lopez Contreras of Venezuela, Enrique Jimenez of Panama—elected to make Greater Miami their homes-in-exile.



Charles Fernandez

There was a job of spot-reporting to do for Miami newspapermen and for the press association bureaus in Miami. But for Miami newspapers the job was even bigger.

Long before the impact of visiting Latin Americans changed the Greater Miami economy, Lee Hills, managing editor of the Miami *Herald*, pioneered with an idea that employed air transportation the other way.

Hills developed an air edition of the *Herald*—known as the Clipper Edition—which was, and still is, delivered throughout most of Latin America on the day of publication.

THE *Herald Clipper*—which met with instant success and which later was to be followed by similar ventures by other major American newspapers—provided a new link between the United States and people in Latin America.

Coupled with daily on-the-spot dispatches from the newspaper's own staff writers in the area, the edition extended Greater Miami's eyes and ears—plus a voice—to the far corners of Latin America.

With the pioneering venture, however, went a responsibility which extended far beyond that of merely taking in new circulation territory. In the eyes of many government officials of Latin America, what the *Herald* printed was not simply one newspaper's account but the feeling to any given situation of the entire North American press.

As the only stateside daily newspaper which was promptly distributed throughout Latin America, the *Herald*, more than probably any other paper in the century, had to lean over backward to make its Latin American coverage fully accurate, strictly impartial.

The slightest misstatement and the howls from the country involved would pale into insignificance the yowls of the wounded stateside politician.

For the true reporter it was good medicine. It helped pull Latin American coverage down off the west wall—where some sky-larking correspondents had put

[*Turn to Page 50*]

LATIN American correspondent for the Miami Herald and the Chicago Daily News Foreign Service since 1947, Charles Fernandez has had an active part in Greater Miami's development as a news and travel gateway to our southern neighbors.

He joined the Miami Herald staff early in 1946, shortly after his release from the Navy. For duty in the Pacific as a bomber pilot he was awarded two Distinguished Flying Crosses and the Air Medal.

A graduate of the University of Miami, he began his newspaper career in 1936 on the Daily Times in Tampa, his birthplace. He was news editor of that paper when he joined the Navy.

With a knowledge of Spanish acquired from his Spanish-born parents and perfected in college, he has been able to talk in their own language with folks high and low in Latin America. He is a member of the Greater Miami chapter of Sigma Delta Chi.



NO IVIED WALLS—The Memorial Classroom Building at the University of Miami shows the type of architecture being carried out in the new building program. Delegates to Sigma Delta Chi's 1950 convention will be guests of the university at luncheon and hear a columnists' panel in another of its modern buildings.

University of Miami, Like City, Keeps on Building

By JAMES S. PENNY

MEMBERS of Sigma Delta Chi attending the Miami Beach convention will visit one of the most unusual institutions of higher education in the country—the University of Miami.

One of President Bowman Ashe's favorite sayings is: "We are building a university here." That doesn't mean he doesn't consider it a university already; it is just that the building idea has become a habit with him. He has been building it since its start.

Founded in the mid-20's as part of the great Florida boom, the university has grown from one building and 236 students to an Hispanic-American educational center with more than 10,000 students in one of the country's most modern school plants.

The bursting of the boom, plus a hurricane, laid low the plans of the founders as well as the buildings. But Dr. Ashe picked up the pieces and opened the school anyway in 1926 in a partly finished hotel.

Dr. Ashe slowly acquired other buildings, mostly distressed boom structures, and a few more students. The great depression almost finished it off, but again it pulled through.

WORLD WAR II sent British and United States cadets and officers flocking to the University of Miami campus. The school's war time service reawakened civilian approval. And in 1944, Dr. Ashe inspired a drive for financial support that still is rolling along.

As the pace quickened, Dr. Ashe and his trustees were not content to wait for their own buildings. They erected temporary buildings, took over a deactivated naval base and developed housing facilities in former Air Force installations in Greater Miami.

By 1945, the University of Miami was accommodating a record-breaking student body on three inter-linked campuses more than 25 miles apart.

In 1947, the University moved into the first new structure on its own campus—a memorial classroom building. Then came a huge housing project involving some $5,000,000 in which the dormitory idea was abandoned in favor of spacious apartments. After that, a student activities building went up on the shores of a man-made lake followed by another huge classroom building, erected around the skeleton of what had been started, during the 1925 boom, as the University's administration building.

Into that building went the 1,100-student law school with its library of over 50,000 volumes, the sixth or seventh largest in the south. But that tenancy will not be permanent. For Dean Russell A. Rasco has on the drawing boards (and some of the money in the bank), plans for a $500,000 law school building.

Part of the money will come from an ingenious "block by block" building program, symbolical of the university's progress. Miniature concrete blocks, useful as paperweights, are sold for $1 each. Each one sold buys a few regular-sized blocks for the building.

Also awaiting construction—but delayed by the Korean war—is a $250,000 marine laboratory to house an important project launched in 1941 by Dr. F. Walton Smith. Equipped with three boats—one of them a 104-footer—Smith, his technicians and students conduct important water and fishing studies for the state, the U. S. Government and foreign countries bordering the Caribbean.

There are no ivy-covered walls at the University of Miami. Instead, a modern, functional styling is an up-to-date approach to the needs of the students in housing, recreation and classroom facilities.

And the building is still going on.



JAMES S. PENNY is an assistant professor of journalism at the University of Miami, but is now on leave of absence for a year's active work in journalism with the Robinson Publishing Co., of Orlando, Fla.

Penny received his A. B. degree from Louisiana State University in 1937, and his M. A. degree in 1942. While an undergraduate, he was initiated into Sigma Delta Chi.

After college he was employed by the Standard Oil Company until called to active duty in the Army. He joined the University of Miami faculty in 1946.

What to Do and See—and Why

In Most Ways Florida Lives up to Its Boasts

By STEPHEN TRUMBULL

FAR be it from us to try the Chamber of Commerce approach on such a press agent-wise bunch as Sigma Delta Chi, but look around our state a bit while you're here for the Miami Beach convention.

In some departments and in some of our attractions we're darned near as good as we say we are. Not all. Just some.

Before the convention is over, you'll be pretty well briefed on what gives in our big resort centers. So we'll confine this to the items on tap beyond the taxicab and night club runs.

Are you a fisherman? That we got. The deep sea, sailfish, guide and charter boat variety costs like blazes, around $65 for a party of four. But you can have a day of it for $5, or half a day for $3.50, on the bottom-fishing party boats. They catch fish, too.

Florida's fresh water fishing is pretty hot, all over the state. The most recent craze is fly-fishing for black bass. The big mouths murder 'em. The nearest productive waters for bass fishing are in Lake Okeechobee, 75 miles northwest of Miami.

Our hunting, too, is on the super side but you'll be a little early for that in November. The season opens later in the month and on the day it does you'd be able to shoot guns up and down the main streets of some of our smaller Florida communities without endangering anyone. We really go in for hunting down here.

There's good quail shooting within 15 miles of convention headquarters and you can find wild turkey and deer less than 100 miles out.

The big Everglades swamp, at which you might look down your nose if you fly to Miami, is a hunter's paradise. It's not all the slimy thing it appears to be from the highway or the air. It has big prairies, forests of cypress and cabbage palm, and hundreds of square miles of game cover. In the hunting season, it's dotted with camps.

So—maybe you don't hunt or fish, but still want to do a little browsing around on your way down or back home.

We always tell our visiting friends—particularly our Yankee friends who drive down on U. S. Highway No. 1—to take an inland route going home.

After generations of motorists died with hamburger in the lap, we now have a cattle fencing law and inland Florida is lots safer than it once was.

IF you're from an agricultural section of the country, you'll find much to interest you in the comparison of how it's done down here. Around the same Lake Okeechobee famous for fish there's the area that fondly calls itself "The Nation's Winter Market Basket."

A 1,000 acre bean field is just a modest operation there. It's a deal that makes crap shooting seem like a conservative investment. One year these lads come out filthy rich. Then come hurricanes, floods or freezes—and they're practically on relief.

The lake region is also our big sugar producing area. You'll see thousands of acres of sugar cane and at Clewiston the United States Sugar Corporation's big mill.

Our beef cattle industry, of which you'll see samples the length and breadth of the peninsula, is one of Florida's prides. Some civic drum beater once peddled the story that we're third in beef production, which ain't so. But we are about twelfth, and stepping a little higher all the time.

New grasses, which make year around pasture, plus a gradual improvement of the breeds, is doing it.

You may find this hard to believe, but not long ago a group of Texas ranchers chartered a plane and flew here to find out how Florida ranchers are making such headway.

The biggest purebred Brahman cattle ranch east of the Mississippi is just outside the town of Kissimmee, about 150 miles from Miami. And around Ocala, they go in for fat cattle and show place ranches.

All over central Florida, in what we call the ridge section, you'll see citrus groves. That industry is booming, thanks to the postwar bonanza of the frozen concentrates. The housewife doesn't live, yours included, who wouldn't rather punch a hole in a can than squeeze an orange, strain the juice and wash out the squeezer.

This year, an estimated 500 million cans of frozen concentrates will go to market from Florida. Before all this started, the industry was so uncertain that a lot of people were thinking of plowing up their groves and starting subdivisions. Now citrus groves are worth from $2,500 an acre up and there's been some mention of plowing up subdivisions and turning them into groves.

If you get into Polk County around Mulberry, south of Lakeland, you'll see another large but less lovely industry. This is phosphate mining in the largest phosphate beds known to man. The production figures are a source of pride and joy to the State Chamber of Commerce and the owners, but hundreds of square miles of Florida landscape are being ruined for all time.

No Florida legislature has ever had the courage to fight for a law which would force the mines to cover up their diggings—as strip mines must do in other states.

IF time permits, don't spurn all of the catch-tourist attractions along the way. Some of them are pretty good. Marineland, north of Daytona Beach, is super.

[Turn to Page 46]



ROVING REPORTER — Stephen Trumbull knows the Florida back country as well as the tourist centers of his adopted state.

HERE is the lowdown, by an expert, on what to do and see in Florida whether you make it Nov. 9-11 or the year after next. Stephen Trumbull is the Miami Herald's roving reporter. He searches the back country gathering material for feature stories that have made him the most widely known reporter in the state. A catfish skinning contest, deer, turkey, snake or coon hunt aren't considered well organized any more unless Trumbull and his typewriter are in the crowd.

Born near Elkhart, Ind., and christened Logan Lamont, Trumbull attended the University of Michigan but didn't finish because of World War I. After the war he worked on newspapers in New Orleans, Los Angeles and Chicago. He was midwest special events director for CBS for four years before joining the Herald in 1937.

During World War II, Steve served in the Pacific with the Navy, emerging as a lieutenant commander. He was initiated into Sigma Delta Chi by the Greater Miami Professional Chapter.

Here's Easy Guide To Buried Treasure In Florida Waters

WHEN you come to the convention at Miami Beach in November, bring along a pick and shovel or diving suit and go treasure hunting afterwards.

There are millions in doubloons, pieces of eight and bar gold and silver under Florida beaches and offshore waters. It says so in story and legend and on the map accompanying this yarn.

Ralph E. Odum, former Miami newspaperman now an assistant Florida attorney general, has prepared a map to make it easier for Sigma Delta Chis to seek their fortune if they have a little extra time.

After winning his law degree and going to Tallahassee, the state capital, to practice, Ralph couldn't forget his newspaper training and instincts. In the course of handling legal matters for the state geological office, he came across many buried treasure legends and decided to investigate.

His "Ye True Chart of Pirate Treasure" is the result of three years of research in the Florida State Library, the Library of Congress and files of Encyclopedia Britannica. He also spent hours sifting rumors, legends and stories of treasure hidden in Florida's sands and waters.

Using only the best documented stories, Odum wound up with X's marking the spots where more than $165,000,000 worth of treasure is supposed to lie.

He doesn't guarantee that any of it will ever be found, however.

"If I could do that," he explains matter-of-factly, "I'd dig it up myself and buy a newspaper."

THE richest in legends of pirate treasure and Aztec gold are the Florida keys—a chain of islands stretching 100 miles southwest from the mainland below Miami into the Gulf of Mexico.

Odum says that if he had gotten the fever from his research, he would have gone after the $25,000,000 to $35,000,000 worth of Aztec gold supposed to have been aboard the Spanish galleon Santa Rosa which went down off Key West in 1520.

As recently as 1946, one expedition went after this fabulous treasure. But the sponsors never told what, if any, success they had.

Early this year, a Miami diver brought up five big bars of silver, each weighing about 60 pounds, from waters not far off Miami. He also brought up evidence that the silver had been aboard a Spanish vessel. The Smithsonian Institution in Washington, after exhaustive tests of the silver and studies of its markings and admiralty records, bought two bars.

And as recently as June, two fishing parties spotted a pile of huge elephant tusks in the crystal clear water off Marathon key, about 70 miles south of Miami. They send down a diver who brought up about 25 of the tusks, a bar of silver and relics of the ship indicating that it, too, was a Spanish galleon.

EARLY in 1949, an 80-year-old professional treasure seeker, G. B. Mobley of Jacksonville, created quite a furore when he started digging in the middle of a street in Green Cove Springs.

Mobley announced that he was hunting for a $4,000,000 cache of gold which the famous old Seminole Indian chief, Billy Bowlegs, is supposed to have highjacked from pirates who hid away up the Saint Johns river. Chief Billy, according to legend, hid his loot in the old Indian mounds on the present site of Green Cove Springs.

With the aid of a dragline, Mobley's crew sunk a hole 15 feet across and 35 feet wide before cave-ins and water seepage forced him to abandon the search. Before he quit, however, he electrified the whole state and drew a mob of some 5,000 people to Green Cove Springs by car, plane, motorcycle and horseback. Mobley displayed some ancient looking round discs, hinting that they were time-blackened Spanish dobloons.

But it turned out that the chunks of metal were junk from a machine shop of the nearby Green Cove Springs mothball fleet base which some prankish sailors dropped in the treasure hole one night.

The widow of Richard C. (Boss) Croker, one-time Tammany Hall chieftain, claims to have two maps showing the location of $76,000,000 in pirate gold buried off Florida's west coast. Mrs. Croker, who lives in West Palm Beach, said the maps show the treasure lies in waters about 40 miles from Pensacola.

Mrs. Croker and a wealthy Jacksonville doctor have been granted a permit by the Florida state cabinet to dig for the fabulous treasure, but up to now haven't announced any finds.

State records show that somebody is hunting for buried treasure along Florida's coastline practically all the time. The state issues permits for such ventures at $100 a throw. And you have to promise to give the state 12½ per cent of what you recover.

The treasure is there all right. Look at Odum's map and see.




LAFITTE
EDWARD TEACH "BLACKBEARD"
WM. AUGUSTUS BOWLES
JUAN GOMEZ
"BILLY BOWLEGS"
HENRY MORGAN
Atlantic Ocean
Gulf of Mexico
TALLAHASSEE
ST. MARKS
Bay
Apalachee
Escambia
Perdido
Pensacola
Mobile
Mississippi
Louisiana
Texas
Florida
Georgia
Alabama
Lake Okeechobee
Tampa Bay
Oyster Bay
Cape Sable
Key Largo
Key West
Dry Tortugas
Bimini
Andros
Cuba
Yucatan
Campeche
Tabasco
Veracruz
Tamaulipas
Nuevo Leon
Coahuila
Chihuahua
Sonora
Lower California
Gulf of California
Rio Grande
Rio Colorado
Rio Bravo
Rio Panuco
Rio Tampico
Rio Tuxpan
Rio Coatzacoalcos
Rio Grijalva
Rio Usumacinta
Rio Chamelecon
Rio Motagua
Rio Ulua
Rio Aguan
Rio Patuca
Rio Wanks
Rio Coco
Rio San Juan
Lake Nicaragua
Lake Managua
Lake Nicaragua
Lake Yojoa
Lake Gatun
Lake Maracaibo
Lake Valencia
Lake Titicaca
Lake Poopo
Lake Texcoco
Lake Chapala
Lake Patzcuaro
Lake Chalco
Lake Xochimilco
Lake Pontchartrain
Lake Borgne
Lake Maurepas
Lake Pontchartrain
Lake Ponchartrain
Lake Okeechobee
Lake Okeechobee
Lake Okeechobee

Cook's Tour of Miami Area

It's Possible To See Sights And Stay Solvent

By BILL BAGGS

IT is approximately possible for the gentlemen of the press to spend a few winter days in the Miami area without first having to mortgage future wages at the nearest credit union.

Miami, of course, can be an expensive place to visit, and for thousands of people each year, it is. But the high-propertied folk drink scotch instead of gin, visit only the nightclubs with deep rugs and probably have never heard of the two-dollar window at the race track.

The best bargain in Miami is Crandon Park. You can spend a day or any part thereof for two or three dollars a person. Here you can rent a cabana on the best beach in the area, visit a small but reasonably interesting zoo, ride a miniature train, drink pop or get sun-burned.

Entertainment in greater Miami varies from the concert to the strip-tease. There are fourteen strip floors in the area, and the prices are pretty much in line with your own city. At the Chez Paree, there is a dollar-fifty minimum, which is one drink of liquor or three Cokes. The Red Barn, on the other hand, has no minimum, although the waitresses give you curious looks if you don't order something to drink.

The University of Miami Ring Theater is one of the nation's finest theatrical groups. A phone call to the University will tell you what is playing where.



Bill Baggs

These performers are excellent and the prices moderate.

MEALS in Miami restaurants vary as much as prices for used cars on different lots. You should be able to get a good fish repast in the vicinity of two dollars. Steak, with or without price controls, costs more. About fifty cents to two dollars more.

You can travel on the busses for a dime, and they take you almost anywhere in the metropolitan area. Don't smoke on the bus unless you see the driver doing it.

IN this article, a "poor country boy" attempts to inform other members of the fraternity just how to make the dollar extend itself while in Miami. It is a sort of Cook's tour for proletarian newspapermen.

Bill Baggs is from Georgia. His activities have included picking cotton, sorting cucumbers ("a fascinating proposition. . . . I wonder why it hasn't become someone's hobby . . . it's better than canasta . . .") stevedoring on the Panamanian docks and, of course, newspapering.

He broke into the newspaper field before the war with the Panama Star and Herald (Estrella de Panama), spent the war years as a flying officer in the 15th Air Force (heavy bombers), and came back to start work for the Greensboro (N. C.) Daily News copy desk. He also served as state editor of that paper. In 1947, he joined the Miami Daily News, where he now writes a daily column. He is a member of the Greater Miami chapter of Sigma Delta Chi.

The University of Miami football team is playing Louisville, Ky., here Friday night during the convention. Arrangements are being made for at least a partial free-loading of this event. The U. of M. plays a colorful game, and you will find half-time shows here as gaudy and interesting as any in the country. Thousands of Miamians attend the games here merely to watch the half-time extravaganzas.

The sports shirts you see on the streets can be had for as little as a dollar-fifty. But think over the prospect of wearing it back home before you buy.

The horse tracks will not have opened before this convention adjourns. This probably is one of those disguised blessings, in which you will have more money to spend elsewhere.

Taxis are expensive in Miami. The meter starts at 30 cents and after a few blocks, it starts clicking like false teeth taking on corn on the cob.

Dances occur most every night in several Miami Beach Hotels. Of course, this also goes on in the night clubs. And while we're on night clubs, you can consult the papers here for talent and prices. Some have minimums and some don't.

By peeking at the papers and applying a bit of selectivity, you can get by without selling any blood here. It's a good town in which to have fun. It is organized pretty much for that purpose.

Edgar H. Scholnik (Cornell '47) has been promoted from managing editor to manager of publications for Roy H. Park, Ithaca, N.Y., firm which publishes various national, state and local magazines, including *Cooperative Digest* and *Co-op Power*. He is an agricultural journalism graduate of Cornell.

WELCOME TO FLORIDA

SDX

Your Fraternity brothers of the Greater Miami Professional Chapter dine with us regularly and hold their meetings in one of our air-conditioned private dining rooms.

We'd be pleased to have you as our guest while here for the national convention. Our sea food specialties and the hospitable atmosphere of our famous establishment will provide a restful interlude during your busy week here.

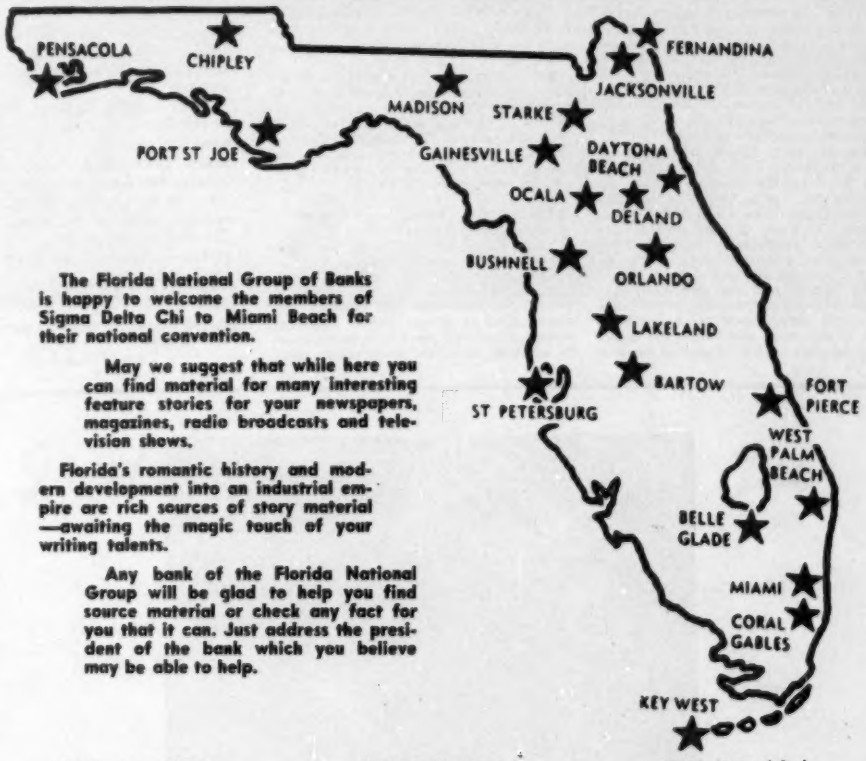
SEVEN SEAS RESTAURANT

101 S.E. SECOND AVE., MIAMI

WELCOME TO FLORIDA

ΣΔX

FLORIDA NATIONAL GROUP OF BANKS



The Florida National Group of Banks is happy to welcome the members of Sigma Delta Chi to Miami Beach for their national convention.

May we suggest that while here you can find material for many interesting feature stories for your newspapers, magazines, radio broadcasts and television shows.

Florida's romantic history and modern development into an industrial empire are rich sources of story material —awaiting the magic touch of your writing talents.

Any bank of the Florida National Group will be glad to help you find source material or check any fact for you that it can. Just address the president of the bank which you believe may be able to help.

Florida National Bank
Jacksonville
Florida National Bank
Miami
Florida National Bank
St. Petersburg
Florida National Bank
Pensacola
Florida Bank & Trust Co.
West Palm Beach
Florida Bank
Ft. Pierce
Florida Bank
Chipley

Florida National Bank
Lakeland
Florida National Bank
Key West
Florida National Bank
Bartow
Florida Bank
Orlando
Florida Bank
Gainesville
Florida Bank
DeLand
Florida Bank
Starke
Florida Bank, Port St. Joe

Florida National Bank
Ocala
Florida National Bank
Fernandina
Florida National Bank
Belle Glade
Florida National Bank
Coral Gables
Florida Bank & Trust Co.
Daytona Beach
Florida Bank
Madison
Florida Bank
Bushnell

Press Played Major Role In Growth of Miami Beach

By TOM F. SMITH

MIAMI BEACH, famed for its hospitality to visitors, will generate an extra amount of it for Sigma Delta Chi next month. Presence of the fraternity in convention will touch a warm spot in the heart of my town because Miami Beach is greatly indebted to newspapermen.

Without the journalism profession Miami Beach could still be the mosquito-infested mangrove swamp which was incorporated 35 years ago. At that time two-thirds of the present city was either under water or saturated with it. The press has stimulated the growth of Miami Beach into an outstanding saga of municipal development in modern times.

To make Miami Beach what it is today on its thirty-fifth birthday, it took more than the foresightedness and energy of pioneers like John S. Collins of New Jersey, developers like Carl G. Fisher of Indiana and a city manager like Claude A. Renshaw of Montana. A planned development of progress-minded city councils and citizens was not enough.

Mild winter and summer climate, a varied recreational program, picturesque parks and playgrounds were not sufficient. It also took more than the cleanliness, brightness and comfort of modern buildings, waters with 600 varieties of fish and a sub-tropical setting for stately homes, the names of whose owners read like a "Who's Who in America."

It took the press and radio to bring visitors, upon whom the entire economy of the city depends. The visitors came first in winter. Miami Beach became America's, if not the world's, leading winter playground. The wealthy were in the majority.

In recent years the press and radio have emphasized the advantages of summer vacations in Miami Beach. Vacationers of modest means were attracted. They are coming in increasing numbers. Since 1947 spring, summer and fall visitors have exceeded the number of winter visitors prior to World War II.

THE summer climate is like winter's. Average summer and winter temperatures vary only 13 degrees. The mercury rarely leaves the 80's.

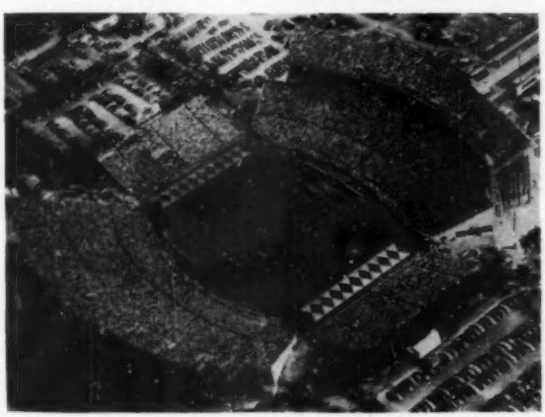
Eight miles of ocean frontage, thirty-odd islands and thirty miles of inland waterways contribute to natural air-conditioning of Miami Beach. Adjacent waters absorb the sun's heat in summer. In addition, southeast trade winds blow in almost constantly from the far reaches of the Atlantic.

[*Turn to Page 56*]

FOUNDER-president of the Butler University chapter of Sigma Delta Chi, Tom F. Smith received his early newspaper training in Indianapolis. He served on the editorial staffs of the Indianapolis Star and the Miami Herald. During his 13 years on the Herald, he "covered" every run in Dade county.

Smith has been director of the City of Miami Beach publicity department (succeeding Steve Hannagan) for five years and also director of that city's convention department for nine years. His combined staffs number 15, and include five editors, veteran photographers and writers.

This widely known Miami Beach News Bureau is considered an auxiliary arm of the press associations and photo syndicates. Smith is a past president of the Greater Miami Professional chapter of Sigma Delta Chi and co-chairman of the committee on arrangements for the 1950 convention.



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Caribbean Beauty, History Beckon Visitor to Miami

By JACK THALE

THE seas the buccaneers sailed and the lands Columbus found lie at Miami's doorstep. Jamaica—Haiti—The Bahamas—Cuba. They have the sound of faraway places.

But Sigma Delta Chis whose geography has grown a mite rusty since eighth grade days may be surprised to learn that the farthest of these is only a little more than three hours by air from Miami. For some, that will mean a chance to combine convention with a vacation that can blend equal parts of gay, glamorous and picturesque.

A Miami-to-New York air cruise that touches and permits stopovers in Cuba, Jamaica, Haiti, the Dominican republic and Puerto Rico has been set up by Pan American World Airways for those delegates who have a little extra time to spend. The cost is $149, plus tax.

But all who gather in Miami will find they can be transported to Spanish, French or English climes in about the same time it takes them to sit down and thoroughly digest their own newspapers.

HAVANA, "the Paris of the Western hemisphere," has for years been a tourist stronghold. Pan-American Clippers make the hop from Miami to the Cuban capital in 65 minutes, with a round trip fare of $30, plus tax.

There, the American visitors can sit at sidewalk cafes, sipping frosted daiquiris and listening to the all-girl orchestras. They can polish their rumba technique or they can go to cockfights, or just plain sit and watch the colorful crowds of Cubans shot through with lottery ticket vendors and street merchants selling peanuts, ice cream, flowers and vegetables.

Havana has a debonair spirit that is rooted in the centuries. Her breathtaking half-moon harbor, called one of the most beautiful in the world, is guarded by 360-year-old Morro Castle.

The Convent of Santa Clara, built in 1653, is now the headquarters of the Ministry of Public Works. At Cathedral square, visitors walk on cobblestones laid by the Spaniards in the 16th century. On one side of the square is the weather-beaten, 17th century Columbus cathedral, so-called because the bones of the Great Discoverer are supposed to have reposed there once.

Hotel rates in Havana in the off season are a bargain. It's possible to stay at the swank Hotel Nacional for as little as about $8 a day or at several excellent, centrally-located hotels at $4 to $6.

Best buys in Cuba: Rum and tobacco.

OPPOSITE tempo in the vacation scale is featured in the leisurely British colony of the Bahamas. A PAA Clipper makes the flight from Miami to Nassau, the capital, in 55 minutes at a round trip cost of $30 plus tax.

Nassau is a place for swimming or sunning on powder-fine white beaches, for sailing in crystal clear blue waters, for bicycling along narrow, tree-shaded streets—and remember to keep to the left in British fashion—and for sitting on cool hotel verandahs sipping rum punches.

Bahamas history goes back some 350 years. For a time in the early 18th cen-

[*Turn to Page 40*]

JACK (John A.) THALE is a is a member of the staff of the Miami Herald who has spent a good part of the last decade in Latin America and in the Mediterranean area as a correspondent for the Chicago Daily News Foreign Service. He knows the Caribbean area off Miami's doorstep intimately.

As a correspondent he exposed a wartime shipping scandal to Puerto Rico. Later he was the first North American newspaperman to visit the infamous Devil's Island penal colony off the coast of French Guiana. On European assignment he covered guerrilla fighting in Greece, the development of Palestine and the general election that saved Italy from Communism.

In preparation for his job, he specialized in Latin-American studies at the University of Florida and the University of Mexico. He was elected to Sigma Delta Chi by the Greater Miami chapter.



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From where I sit
by Joe Marsh

I Have A "Close Squeak"!

Spent last Saturday morning wandering all over the house. Wherever I went—upstairs or down—I kept hearing a "squeak." Couldn't find out where it was coming from until noontime when the missus came home from her weekly shopping.

"Listen," I says to her, "hear that squeak?" I started quiet-like across the kitchen and there it went again! "Joe Marsh," she laughs, "that is nothing but your suspender clips rubbing back and forth when you walk!" And darned if it wasn't!

From where I sit, I'd been letting a little thing become a serious problem. Like some little difference of opinion or taste will start off a great big argument. I may prefer a temperate glass of beer with my dinner—while the missus likes tea—but we figure that no two people have exactly the same likes and dislikes. So, why get all "het up" about it?

The moral is, check your suspenders —and check your temper when it comes to little things.

Joe Marsh

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Jack Thale

[*Continued from Page 38*]

tury the islands served as a lair for some of the most bloodthirsty pirates who ever roamed the Spanish Main, including Bluebeard. There are still a number of ancient fortresses and slave markets that are sightseer "musts."

Hotel rates in Nassau are extremely reasonable at this time. Double rooms with bath can be had from $5 to $15 a day, or from about $10 to $22 a day with all meals.

Best buys in Nassau: English woolens, Scotch whiskey, English china and French perfumes.

THE British colony of Jamaica was in the old freebooting days the site of the infamous Port Royal, known as the wickedest city in the Western hemisphere, where pirates of the Spanish Main drank and quarreled over their booty and killed each other with right good will.

Finally, apparently, even the earth on which the wicked city stood was revolted and an earthquake dumped Port Royal into several fathoms of water.

Not far from that spot, however, now stands the city of Kingston. PAA Clippers make the flight from Miami in three hours and 50 minutes, and the round trip fare is $85 plus tax.

Kingston speaks with perhaps the broadest British accent in the whole Caribbean. A short drive or flight from the capital takes a visitor to cool resorts high up in the mountains that gird the island or to the famed seashore resort of Montego Bay, which boasts one of the finest beaches in the Caribbean.

Best buys in Jamaica: Rum, linens and sisal articles.

HAITI, the "Black Republic," once was the richest colony of France and is French in heritage and language. It is three hours and 45 minutes from Miami by air, and the round trip Clipper fare is $100 plus tax.

Mountains form a beautiful backdrop for the glistening white-walled capital of Port-au-Prince, sprawled around a magnificent harbor. In the mountains back of the capital, only a few minutes' drive, are a number of comfortable chalet-type inns, at altitudes up to 6,000 feet.

One of the most breathtaking sights anywhere is La Citadelle, the mountain fortress built by King Christophe after Haiti's slaves had successfully revolted against the armies of Napoleon at the beginning of the 19th century.

It is an hour or so by car from Port-au-Prince, then a two-hour horseback ride up the mountain. Slightly rugged, but well worth it. La Citadelle's walls are more than 100 feet high and seven to 10 feet thick. It contains vast galleries, deep dungeons, living quarters for a garrison of 10,000 and vast storerooms.

Best buys in Haiti: Hand-carved mahogany items, sisal goods, rum.

Ciudad Trujillo, capital of the Dominican republic, is an hour's flight from Port-au-Prince. The city is a fascinating blend of the ultra-modern and the venerable.

The Dominican republic calls itself "The Land Columbus Loved," since the explorer made several return trips there after first discovering it in 1492. It is here, in the 436-year-old Cathedral of Trujillo City, that the bones of Columbus repose.

In recent years, the Dominican republic has been one of the most progressive in

[*Turn to Page 58*]

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ABC in Miami

Elmer Emig

[*Concluded from Page 25*]

TO Florida editors and others, life on the "coral finger dipped in blue" was not in territorial days a dream of cobalt skies and gorgeous suns. With an influx of settlers came business expansion—roads, banks, the first railroad in 1834, advocacy of a cross-state canal, emphasis on cotton production.

Then, came the Seminole War of 1835-42, the St. Joseph Convention of 1838 with sectional leaders insisting on creation of two states from the territory, and adoption of a constitution in preparation for statehood.

When admitted to the Union in 1845, Florida had nine newspapers with 5,250 circulation, and only nine cities of any size. By 1850 there were 10 papers with 5,750 circulation. The General Assembly passed in 1855 the Internal Improvement Act which provided for use of swamp, over-flowed, and other lands, and for an all-state system of railroads and canals. The Florida press held its first convention in 1860, in Tallahassee, with seven of its twenty-two newspapers represented.

At the time, Georgia and the Carolinas were the richest states per capita in the Union, excepting Rhode Island. So rich they were, said Lincoln in 1860, "If we let the South go, where shall we get our revenues?" Then came the years of fratricidal war in which the men of Florida answered the call of the Confederacy. Union forces were stopped at Olustee and Natural Bridge, and Tallahassee remained the only unoccupied capital east of the Mississippi.

Ironically, the South came out of the war the poorest region, and as late as 1938 President Roosevelt referred officially to the section as "the number one problem of the Nation." In the ashes of the Civil War, Floridians and their fellow Southerners kept fighting—the battles of peace, and constructed within a century one of the great areas of the earth.

Editors, all of them, added their vigor to the will of the people. The sad spectacle of Reconstruction, with its violence and fraud, political and economic skulduggery of Northern radicals' seeking a solid Republican South, caused emotional repercussions that yet obstruct fair appraisal of the issues by either section. After Democrats regained control of the state in the Hayes-Tilden election of 1876, came agricultural panic, the third boom, and the lien law, boll-weevil, tick, hookworm, yellow fever, malaria.

The state's forty-five newspapers, in 1880, were meeting the issues squarely, and looking forward hopefully. Came Hamilton Disston in 1881 to open the Everglades and Okeechobee, and Plant and Flagler to build railroads. The first train rolled into Tampa in 1884, and into Miami in 1896. There came, too, the frost of 1896, the discovery of phosphate in 1889, and devastating frosts again in 1894-95 and 1896-97. And then, another war, with Jacksonville, Tampa, and Miami as embarkation points for troops in 1898.

Florida's 20th century opened in the spirit of over-zealous builders. Cotton had been dethroned. Its transportation system had been developed. Scientific experiment opened agricultural and economic vistas. Public education was progressing.

It seemed, as Henry W. Grady had said over a decade before, "there was a South of slavery and secession. That South is dead. There is a South of union and freedom. That South, thank God, is living, breathing, growing every hour."

IN 1900 the state had twelve dailies and 126 weeklies, with a circulation of 107,257; 1,275 manufacturing establishments with a capital investment of less than $25,000,000; and a population of little over half a millic .. The dailies were the *Florida Times-Union*, the Gainesville *Sun*, the Orange County *Reporter*, the St. Petersburg *Times*, the Deland *News*, the Jacksonville *Journal*, the Palatka *News*, the Tampa *Morning Tribune*, the Tampa *Times*, the Pensacola *Journal*, the Miami *Daily News*, and the Ocala *Star*.

Perhaps no single institution had contributed as much to the strength and direction of the vital interests of Floridians as the press, both weekly and daily. Heretofore, by necessity, the weeklies mainly performed this role. During the years of various wars they moved from place to place as the enemy forced them out, but always they continued to editorialize and publish. Now, the dailies joined this "great symphony to sing the Florida song."

Papers in the St. Petersburg area were playing up the selection of Pinellas Point, in that city, by the American Medical Society in 1885 as the healthiest spot in the world. Major Lew B. Brown's famous sunshine offer, in the St. Petersburg *Independent* on September 1, 1910, to give his afternoon paper away free each day the sun did not shine, made journalistic history.

By 1920 Florida had a million people, thirty-five daily papers and 138 weeklies, with an aggregate circulation of 446,969 per issue. They continued to promote vigorously the development of agriculture, education, industry and good government. The fourth boom was approaching.

Then came the hurricane of October 25, 1921, the west coast's worst storm. The St. Petersburg *Times*, not to miss an edition, hooked up a motorcycle to an intertype and set enough news about the storm to put out a two-page, letter-size paper. In the fast tempo of the pre-boom days, nowhere was advance more pronounced than in the improved mechanical equipment of the newspapers. Then, in the excess of zeal, came the boom of 1924-25.

This lapse was sharp but brief, and both press and people reaumed the decisive and historic advances made during the preceding 25 years. Again came a depression, in the early 30's, and more hurricanes, both of which tested severely the mettle of reporters and the money of publishers. But the South, including Florida, was not long to continue as the nation's number one problem, a brand seared into it by the National Emergency Council in 1936, the year in which the South's average of the national income was about 40 per cent. That income began to rise before World War II, when the state hummed again as the military training ground for hundreds of thousands, and reached 65 per cent by 1950.

At mid-20th-century, Florida, with a population increase of around 30 per cent in the last decade, with forty-two daily and 182 weekly newspapers, with a sound economic and educational structure, heads into a limitless future because its press and its people gave unlimited courage and effort to the state's past.



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E. V. W. Jones

[*Concluded from Page 21*]

lah, who was 969, was still around. Noah tried to get Methuselah into the Ark, but the old gentleman, disporting around the Fountain of Youth, replied: "Son, I've lived in Florida nigh on to 1,000 years and we don't have that kind of weather here."

But the storm came, and Methuselah got drowned in the flood.

After the flood, the lifespan of man was reduced to 120 years. Why? Because the Ark had drifted away from the Fountain of Youth in Florida.

"The hurricane that Noah had expertly forecast," says Norton, "bore down upon the land. The rain was upon the earth for 40 days and 40 nights.

"And the waters prevailed exceedingly upon the earth, and all the high hills were covered. Fifteen cubits upward did the waters prevail, and the mountains were covered."

Fifteen cubits, says Norton, measures out to 26 feet. Where in the world could 26 feet of water cover all the dry ground, all the high hills, and all the mountains except in flat Florida?

James A. Donovan (Indiana '49) has joined the plant and community relations department of Inland Steel Co. Donovan, who was an Ernie Pyle Scholarship winner while at Indiana University, formerly was with the Chicago *Journal of Commerce*.

E. V. W. (Eddie) JONES is state editor for the Associated Press in Florida. He broke into the newspaper business on the old Baltimore News, now the News-Post, in 1926, then joined the Baltimore Evening Sun. He took six years out to serve as public relations director for Eastern Air Lines, then joined the AP's Baltimore Staff.

Eddie has moved around a bit since then—to Jacksonville, Miami, London, Tampa and through the Caribbean area. He made the first commercial convoy trip with the Navy through the Caribbean when that sea was a happy hunting ground for German submarines. He was the one-man staff on the Oakes murder case at Nassau and got more bylines from it than from any other story.

Born in Atlanta and reared in Charleston, S. C., he now considers himself a Miamian—until the AP tells him to get going somewhere some day. He is a member of the Greater Miami chapter of Sigma Delta Chi.

Graduates of this year's chapter of Sigma Delta Chi at South Dakota State College working on South Dakota newspapers include Charles Card, Britton *Journal*; John Daliman, Hot Springs *Star*; Paul Dean, Redfield *Press*; Burton Fogelberg, Rapid City *Daily Journal*, Lynn Jensen, Belle Fource *Bee*, and Irving White, Tripp *Ledger*. Ronald Struwe is with the *Associated Press* at Pierre.

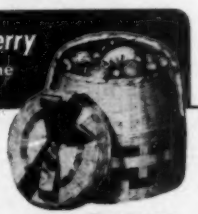
Forrest C. Edwards (Kansas City Professional '48) is *Associated Press* correspondent at Santa Fe, N.M. He was formerly newsphoto editor at Kansas City and first entered the *AP* service at Bismarck, N.D. He had previously been on the staff of the Mandan (N.D.) *Daily Pioneer*.

John H. Harms (Temple '48) has been transferred from the Harrisburg bureau of the *International News Service* to the Washington bureau. Alvan A. Spivak (Temple '49) has joined the Harrisburg *INS* bureau.

H. R. Elkins (Wisconsin Professional '48) is editor and publisher of the Goldthwaite (Texas) *Eagle-Mullin Enterprise*.

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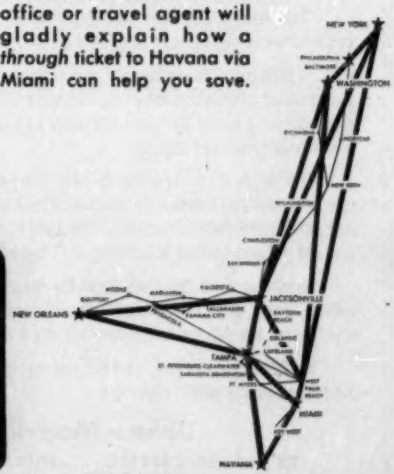
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[*Concluded from Page 31*]

Silver Springs, outside of Ocala, has been pretty thoroughly commercialized, but it's still a good show, particularly its jungle cruise. If you go for snakes—while cold sober—Ross Allen's Reptile Institute is located there.

Rainbow Springs is another show place. So is Waukulla Springs, only 15 miles out of Tallahassee, the state capital.

If your safari takes you south from Miami, there are two interesting attractions on U. S. No. 1—the Rare Bird Farm and the Serpentarium. And slightly more south, west of the town of Goulds, we have Monkey Jungle.

They have a unique gag here. The customers are caged in runways while most of the monkeys are footloose and fancy free outside. They enjoy the customers no end. And here, too, you'll find Bulu, one of a dozen baby gorillas imported from Africa recently.

MOST of the roadside eating places range from ghastly to just passable, but there are a few really outstanding ones. Don't believe that old malarkey about places where truck drivers eat being good places to dine. Most truck drivers of our acquaintance have either ulcers or dyspepsia and carry baking soda.

Most of the signs that say "Southern Cooking" are both a lie and a libel.

Along the east side of Lake Okeechobee, on State Road 15, the specialty in most eating places is fried catfish, fried sweet potatoes and hushpuppies, the last item made famous in Marjorie Kinnan Rawlings' "Cross Creek." This is a typical back country dinner—stupendous.

If you're intrigued by any of the "Cracker eatin' " you'll encounter (Cracker is the term applied to back country natives) and would like to tell the Little Woman about it when you get home, pick up a copy of another Rawlings book—"Cross Creek Cookery." You'll find most of the recipes in it.

If you go south along the Florida Keys to Key West—and you really should if time permits—you'll find some unusual dishes in some of the eating places along the route. By all means eat a bowl of conch chowder.

The Overseas Highway—stretching 125 miles from the mainland over scores of tiny islands with the Atlantic ocean on one side and the Gulf of Mexico on the other—is a sight you'll never forget. The highway follows the route of the railroad that went to sea, Henry Flagler's Florida East Coast. The rails were abandoned after most of them were washed out by the 1935 hurricane.

All of which is just a general idea on seeing and eating your way through Florida. This piece probably kicks the b'jabbers out of everything you learned in journalism about confining one story to one topic—but here it is. For more detailed information, pigeon hole this writer. He'll be on the third stool from the door in the bar at the Sans Souci hotel, Miami Beach, Nov. 9, 10 and 11.

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Johns-Manville knows that a well-informed public is the greatest bulwark of our American way of life.

The newspapers are filling their historic roles with great credit in these troublesome times when democratic institutions are under attack on all sides.

Since the responsibility for demonstrating the benefits of American life does not rest on the newspapers alone, and since business and industry have the job of making the day-to-day news facts about democracy and capitalism in action available to the press, quickly and accurately, Johns-Manville takes this responsibility to heart.

For this reason, a new Press Relations manual has been prepared for sales and factory executives at Johns-Manville plant, mine, mill and sales locations throughout the United States and Canada.

This manual discusses the ways in which Johns-Manville executives can best serve the press in their own communities.

It tells them, for instance: "It is company practice never to try to use the press as a means of obtaining free advertising. If Johns-Manville has something to say that does not qualify as news, it buys advertising space and says it."

It is Johns-Manville policy to keep every community in which the company operates completely informed about what we are doing at all times, and our Press Relations manual is designed to help those in Johns-Manville who are not accustomed to working with the press in their own communities.

Its aim is to inform them about the mechanics of co-operating with the press when requested for news information — the little things which mean the difference between making a deadline or missing it.

We hope this will help us discharge our obligation to keep the press and the public informed.

Johns-Manville

22 EAST 40th STREET NEW YORK 16, N. Y.

Syracuse J. School Names Assistant Dean

DR. WESLEY C. CLARK (Syracuse Professional '48), professor of journalism and former aide to Secretary of the Interior Harold L. Ickes, has been appointed associate dean of the school of journalism at Syracuse University.

Prof. Clark has been associated with the university since 1941, and now serves as chairman of the newspaper practice department, journalism placement director and acting chairman of the school's graduate division. In his new post, Dr. Clark will serve with Dr. M. Lyle Spencer, dean of the school.

A graduate of Marietta College, Prof. Clark received his doctorate in political science at the University of Pennsylvania. He was columnist and reporter on the Philadelphia *Evening Bulletin* for nearly 10 years. Following two years on the Syracuse journalism faculty, Dr. Clark joined the War Shipping Administration in 1943, leaving this post to serve as assistant to Secretary Ickes. He returned to Syracuse in 1947.

Frank Palumbo (Alabama '50) is with the Chicago bureau of the *International News Service*.

Edward J. Lundy (Washington '50) is a reporter for the Richland (Wash.) *Villager*.

ASSIGNMENT SHEET

(Suggested, of course)

TO: All members of Sigma Delta Chi

Prime feature possibilities in amazing growth of the Florida vegetable and tropical fruit industries. Understand that these crops have an annual value of $100,000,000. Will make lively reading for our icebound city and farm readers.

Check these figures extracted from testimony at a recent Washington hearing*:

FRESH VEGETABLES	*Percentage of U. S. Production Supplied by Florida*	
	Winter	*Annual*
LIMA BEANS	100%	26%
SNAP BEANS	100%	37%
CABBAGE	42%	12%
CELERY	47%	23%
CUCUMBERS	100%	26%
EGGPLANT	100%	60%
GREEN PEPPERS	100%	40%
TOMATOES	100%	22%

Check Florida sweet corn production. Only three years old, has doubled each year since it started, valued for the 1949-50 season around $7,500,000. Success of worm-free corn grown in Florida has taken corn growers from all over the country to Florida to study the revolutionary technique of its production.

Get details on lime, avocado, and mango production. Florida is high in commercial production of these fruits.

Get plenty of pictures. Possibilities unlimited.

FLORIDA FRUIT & VEGETABLE ASSOCIATION, 29 S. Court St., Orlando, will open files for facts and photos.

Ed.

* Testimony of Joffre C. David, FFVA Economist, March 13, 1950 before Food & Drug Administration Committee on Tolerances.

Ernie Hill

[*Continued from Page 19*]

popular by writing the ambassador's line, or he can refuse to play the game and incur the embassy's displeasure.

Too frequently, the newsman and perhaps his socially ambitious wife decide that the advantages of staying in line outweigh the knocks that come with being a constant critic of a setup that is supreme in its little bailiwick.

By easing up on stories embarrassing to the embassy, the reporter can continue to call on the department's research staff to do jobs that would take him days. He can ride along and make all the social functions. He can "live and let live" and the ambassador will praise him in letters to his editors and to the State Department.

THERE is, of course, a happy medium of playing it straight—writing all sides of all questions with equal vigor. The embassy may dislike some of this but it will feel better on other scores. In the end, the reporter may be distrusted to a certain extent. He may remain on just "fair" terms with the heirarchy. He may miss a few dinners at the embassy residence on Sunday night but he will retain his independence and self-respect.

Unfortunately, many find this balance difficult to maintain. And in the end, newsmen often get involved in endless wars with their embassies or they become so friendly and inter-dependent that they destroy their effectiveness in either event.

Of the dozen involved in the situation I have described, nine are "live and let live" boys while three are outcasts who couldn't get the time of day from embassy secretaries.

Newsmen who have been tough and objective all their lives often slip into such situations so gradually they hardly know it. The basis usually stems from the feeling that American correspondents abroad should look after American interests. In seeing that the United States is not undermined by enemy groups, they are thrown together with ambassadors interested in the same thing. Their goals merge. Maybe some misguided patriotism hits them at 2 a. m. at a Fourth of July banquet in a foreign land. However it develops, the result is the same.

OCCASIONALLY, but not often, correspondents who show more than an average amount of enterprise in back-checking official sources are subjected to ridicule and belittled by their colleagues.

Westbrook Pegler recently became unusually critical of a reporter who declined to accept the Army's word for its successful administration of occupation forces in Japan and Korea. Pegler attacked a New York *Herald-Tribune* book review written by Richard Lauterbach. The review praised "Japan Dairy" by Mark Gayn, and called attention to his diligent cross-checking of all Army claims. Pegler took after both of them. He quoted from Lauterbach's review:

"Few would deny that Mark Gayn covered this area as no other reporter did. In Tokyo, where he represented the Chicago *Sun*, Gayn was regarded by other newsmen with some suspicion; he worked too hard.

"Officials in General MacArthur's headquarters also viewed Gayn with suspicion; he asked too many embarrassing questions. He refused to file unconfirmed publicity handouts which sweetly sang the praises of the occupation. He demanded the right to go and see for himself."

Pegler took exception to this. He charged that the reviewer was sneering at other American reporters and at General MacArthur.

Pegler took the view that Gayn should accept the Army's version of its accomplishments. He charged that Gayn's book was leftist and indicated that reporters who do too much snooping around checking the Army's reports may well be regarded with suspicion.

THIS same sort of criticism is sometimes aimed at reporters by official news sources who object to being questioned and cross-checked. They seek to confuse patriotism with subservience to bureaucracy. In recent months, this process has been carried on to illogical extremes. It runs: Communism wishes to disrupt the American government. Any reporter who digs out facts unfavorable to the government disrupts it. Therefore, such stories and such reporters are serving the Communist purpose. The fallacy in this reasoning is obvious.

The most effective correspondents dealing with any level of officialdom are still those who have a knack for being on friendly terms with their news sources and, at the same time, holding them at arm's length.

You don't have to climb into bed with them to get along with them. Once you lose your independence and power of objectivity, it is time to move along to new

[*Turn to Page 50*]

The Cuban Tourist Commission

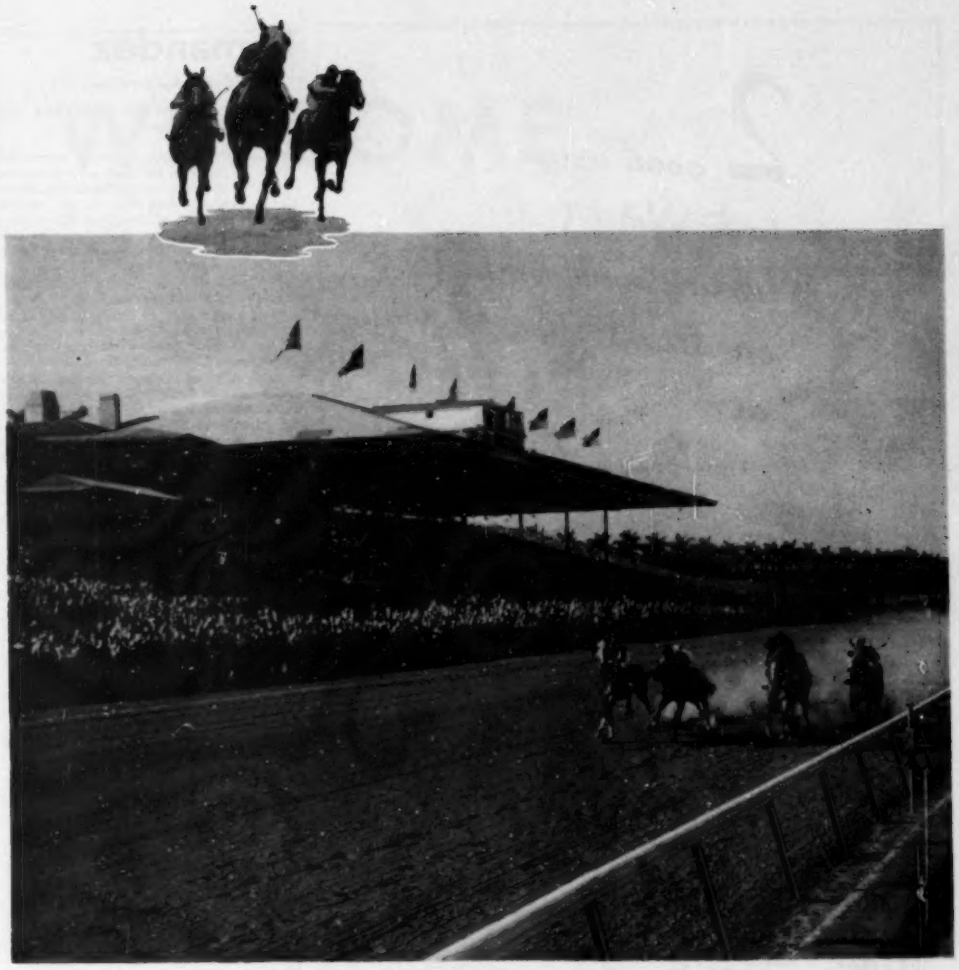
A Government Department

has the honor to invite the members of the Professional Journalistic Fraternity to visit Cuba before or after their next Annual Convention which will take place in Miami Beach.

Havana, especially, will be prepared to offer them all its charms in a cordial atmosphere of Latin hospitality.

Don't Miss This Opportunity

to know a country so near, so different and so hospitable.



WELCOME SIGMA DELTA CHIS! We hope you'll visit Hialeah Race Course during the Miami Convention. We are open the year 'round as a scenic park. Come back and see us during the next racing season, Jan. 17 through Mar. 3.

Hialeah



Fernandez

[*Concluded from page 27*]

it—to the level of the police, city hall or state capitol beat.

THAT the Clipper venture succeeded in its journalistic task was indicated in the presentation of the Maria Moors Cabot award to Lee Hills in 1946 and in the fact that the edition is standard supply—for background and for frequent reprinting of stories—in many a Latin American newspaper office.

Not long ago, an Argentine diplomat remarked to this reporter:

"I read the *Herald* every day, and so do the people in all the other Argentine offices around Latin America. It's our pipe-line to the United States."

And just as Greater Miami is the United States show window for countless thousands of Latin Americans who see no other part of the country, so is the Miami *Herald*—and to a more limited extent, the Miami *Daily News*—Uncle Sam's traveling show case.

The "gateway to Latin America" has become a cornerstone of hemisphere solidarity.

Ernie Hill

[*Concluded from Page 48*]

fields. This is where capable editors act at once.

Correspondents left too long in one place are inclined to become complacent. They have leased or bought a comfortable house. They have a new car. They like their acquaintances. An easy-going "live and let live" attitude results. It shows up in their copy.

They may have become respected representatives of their newspaper abroad, knowing the right people and frequenting the right parties. But they are failing in their obligations to the reading and tax-paying public.

Houston J-Student In Israel for Study

RAPHAEL LEVIN, (Houston '51) 19-year-old University of Houston journalism student and ex-student of Southern Methodist University, has left for a year of travel and study in Israel. The expenses are provided by a scholarship awarded by the Intercollegiate Zionist Federation of America through the Jewish Government agency in Washington, D. C., and New York.

A staff writer for The *Cougar*, student newspaper at Houston, Levin has been treasurer of the undergraduate chapter of Sigma Delta Chi. The scholarship is the only one awarded by the federation in the Southwest and is one of five to be awarded in the nation.

Jim Reynolds (Oklahoma A & M '49) has been transferred from the Buffalo to the Albany bureau of the *International News Service*.

Joseph K. Gilbert (Washington '47) is a reporter-photographer with *Snohomish County Tribune* at Snohomish, Wash.

WELCOME

To Florida

ΣΔX

We're proud to have you hold your national convention in our state.

There's an old saying that if you get sand in your shoes you'll come back to Florida.

Our beaches are lovely in November!

AMERICAN GREYHOUND TRACK OPERATORS ASS'N

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Hollywood, Fla.

Jacksonville Kennel Club
Jacksonville, Fla.

Miami Beach Kennel Club
Miami Beach, Fla.

Orange Park Kennel Club
Orange Park, Fla.

Palm Beach Kennel Club
West Palm Beach, Fla.

Pensacola Kennel Club
Pensacola, Fla.

Sanford-Orlando Kennel Club
Longwood, Fla.

Sarasota Kennel Club
Sarasota, Fla.

St. Petersburg Kennel Club
St. Petersburg, Fla.

Volusia County Kennel Club
Daytona Beach, Fla.

West Flagler Kennel Club, Miami, Fla.

Jack Bell

[Concluded from Page 20]

And then came the hurricane of September 19, 1926—and it was a lulu. When we finally crawled from under the debris, counted the dead and injured and began to learn our insurance policies didn't cover hurricane losses—Miami was the deadest city in all the land. We were as low as we had been high a year previously. There was no money, no work, no future, no nothin'. We sat stunned amid the wreckage.

How we got through the next few years is a mystery. When the great stock market crash of 1929 shook America to its heels, we didn't even feel it. We were too low to be affected.

THEN, in the summer of 1931, the late Joseph E. Widener poured $1,500,000 into the reconstruction of Hialeah Park race course and it was like a shot in the arm—fresh money, real cash.

Since then, Miami—and Florida, too—has moved steadily forward. The sun was here, and the sand and the ocean and the fishing and golf. We began to grow again, cautiously this time. Investors came back—solid investors who could see what Henry M. Flagler saw.

Miami's boom-time structures came down one by one and huge steel frame buildings replaced them. During the 1926 hurricane one skyscraper of 12 stories was twisted by the winds. It came down to the sixth story. And we adopted a building code so strict that Miami today laughs at hurricane winds.



Chester W. Cleveland

The tourist business is still the backbone of Miami's economy, with aviation a close second. And the trend today is toward small manufacturing—dresses, suits, shoes, plastics, costume jewelry, lamps, ceramics—and the list is growing.

Pan American World Airways' maintenance base here is the largest in the world. Eastern Air Lines maintains its system-wide overhaul base here. Aviation payrolls alone release more than $35,000,000 a year in Greater Miami.

Such is Miami—once the wildest boom town of all—scattered across the flat sands, with the Atlantic on the east and the Everglades to the west.

We'll never be the nation's biggest town, perhaps. But I swear we're the most interestin'.

Cleveland Takes Oil Company Post

CHESTER W. CLEVELAND (Illinois '20) has been appointed director of public relations for the Phillips Petroleum Company, with headquarters in Bartlesville, Okla. He had recently established his own public relations agency in Chicago after nearly 30 years as editor of the *Magazine of Sigma Chi*. In the early '20s, Chet was also editor of THE QUILL. He is probably the only man ever to have edited both a social and a professional fraternity publication at the same time.

Norman S. Fenichel (Syracuse '49) has been appointed associate editor of the magazine *Travel*. Fenichel will assume charge of the magazine's production department and will assist with editorial duties. Fenichel served as a reporter for Central New York newspapers and radio stations and was an editor for Army News Service in Europe.

James S. Smith (Michigan '48) is on the city staff of the Detroit *Free Press*.

THIS VACATION SPOT OUTSHINES ITS PUBLICITY!

Just 50 minutes from Miami is Nassau in the Bahamas — a vacation paradise that outdoes even the most glowing words ever penned for its publicity!

Now — while you're so near — visit delightful Nassau! Enjoy devalued pound shopping bargains in native craft, British china and silver, French perfumes, Scotch woolens and whiskies...bring back $200 worth of purchases duty-free! Enjoy fine hotels...outdoor dining and dancing...golf, tennis, fishing, sailing...and glorious beaches for swimming and sunning!

Best of all, enjoy the LOW ROUND-TRIP AIR FARE FROM MIAMI ONLY $30! plus tax



SEE ANY TRAVEL AGENT or

PAN AMERICAN WORLD AIRWAYS
2 Biscayne Blvd. 88-1661
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BRITISH OVERSEAS AIRWAYS CORP.
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Overnight steamship service via S.S. NUEVO DOMINICANO from Miami at slightly higher costs. Apply Eastern Shipping Corp., Pier 3, Miami Municipal Docks.

NEARBY
NASSAU
IN THE BAHAMAS
50 MINUTES BY AIR FROM MIAMI

Dear SDX Members:

WELCOME TO FLORIDA

. . . May your stay be both enjoyable and fruitful

While on the subject of fruit, we want to thank you who are here, and your food editors who might not be here, for the wonderful support you have given us in the past in presenting to the American public the many uses for our tropical products—mainly, Persian limes, avocados and mangoes.

Ten years ago these items were practically unknown to the consuming public. If it had not been for the support we have received, our fruits would still, in all probability, be practically unknown. You have helped us do the job that we alone could not have done.

This is an invitation to come and visit us—we will be glad to give you the story behind our tropical horticulture. Don't think there isn't a story—we grow our products on solid rock; we fight insects, such as one finds only in the tropics; and once in a great while we battle hurricanes. Those are *our* worries.

While here, cool off with a refreshing lime drink . . . try an avocado salad . . . sorry, mangoes are out of season . . . and enjoy the beauties of Florida.

Sincerely yours

BROOKS, INC., Homestead, Fla.
FLORIDA LIME AND AVOCADO GROWERS, INC., Princeton, Fla.
HAROLD E. KENDALL, Goulds, Fla.
PARMAN-LEHMAN PACKING CO., Homestead, Fla.

War Coverage in Korea

[*Continued from Page 15*]

sort of assignment is usually dangerous and always uncomfortable. They also knew that the life-expectancy for your best war-prose is no greater than for any other brand, that a musette bag full of adjectives does not make another Ernie Pyle or Hal Boyle, and that the lecture field is already three-deep in experts.

Some of them, like Lindesay Parrott, of the *Times*, and Robert Miller, of the *United Press*, were wounded in the other war. There were others, like the *Associated Press*' Don Whitehead, who was blown through a wall at Cassino, and Ralph Teatsworth, of the *UP*, who crashed in a bomber at Leyte. That is getting about as close to the subject as you can get.

Consequently, the customary greeting for an old friend when you meet him has not been "hello" and a manly clap on the shoulder . . . the old comrades-in-arms business. It is an expression of bemused interest and the inevitable question, "What are you doing out here?"

For a few, of course, the answer would be bylines, fame and fortune. These few never knew—or have forgotten—the British army song about the troopship that's leaving Bombay.

But for most, it is simply that they are reporters, and this has been a hell of a big story, and what else would you do?

HOMER BIGART and I were talking about this the other day. When I first met him, he was a lean and desperate young man. He was plastered tight against a stone wall in Italy, notebook in hand, trying to talk louder than the cruashing mortars that were dropping on the hill. Every time a shell burst, his shoulders would jerk, convulsively, as though he had a chill, and he would say, "What did you say was the home address?"

That was his first war, and he was so green he didn't even know enough to stall around long enough to be the last man in a jeep so as to get the front seat. Then he went to Normandy and through a Pacific campaign or two, through the Palestine fighting, and now Korea.

Homer said, "I'm too old for this sort of thing. This is for young men and I haven't got any business being here and neither have you." He complained about the hills and the heat and the wash-board roads. But he didn't mention having been cut off all day with a surrounded group of soldiers. I don't think he even put it in his story.

Whitehead also noted that ten years or thereabouts can make an awful lot of difference in your back and legs and morale. He wrote with admiration about the new crop of correspondents who are up at dawn, getting themselves shot at, and back for more the next day. Actually, though, the dawn-iest correspondent is another second-timer, Robert Vermillion, of the *UP*. He has been leaving camp at five o'clock most mornings, on the grounds that he is "surrounded," not by North Koreans, but by the *AP* and the *International News Service*.

FRANK EMERY,* of the *INS*, was new to the business until a few weeks ago. Soon he became more seasoned than most of us hope to be. He was wounded, on the Naktong, with Randolph Churchill.

The case was typical.



BACK TO WAR—"Pat" Morin is shown here as a war correspondent in World War II. He covered both Pacific and European theaters after having been interned by the Japanese.

Emery and Churchill went across the river with a small patrol. There is no more dangerous job with the possible exception of jumping, in combat, with the paratroopers. What's more, the story, at best, is a little vignette of men prowling through the darkness, senses at razor edge, and nerves hopping like firecrackers. I only did it once, and that was with a big patrol and no river behind us to cross, and I am not interested in a second helping.

Emery and Churchill went out with only six men. It was a two-hour mission to take a look at a road some miles behind the North Korean lines. This was accomplished and they were back on the river when the mortar, beautifully aimed, landed right in the middle of the group. The range probably was not very great, so they must have been spotted, and were lucky to get back at all. Emery was hit in three places and badly stunned by the concussion.

When the morphine began to wear off, both Emery and Churchill went grey in the face and began to shake from the shock. By that time they were back in the press camp, trying to do a story.

They couldn't type. So Frank Conniff, curly-haired and a charmer, who writes a swell Broadway column between wars, took over for Emery. When the Conservatives get back in government, Boyle may get an O.B.E.—he helped Churchill with his piece.

Emery sat and talked, painfully, in jerky little bursts. Churchill paced the floor, drinking raw Scotch, and tried to dictate. Both Boyle and Conniff kept saying, "I see what you mean . . . yeah, that's good . . . wait a minute, don't you want to say it this way?"

For four hours, they guided and polished and made sense out of the story, combing out the incoherences but leaving in enough to show how men talk and feel after they have been hit.

SOMEONE asked Churchill afterward why they went out with the patrol, and he mumbled something about "part of the job . . . covering a war, you know."

Quite true. The patrols go out every night and men get killed or captured and it is one tiny little piece in the whole mosaic. As a news story it is only a whiff of the whole smell of war. And yet, in every war, reporters go with the patrols so that they can tell what it means and how it feels. If they can't write the piece themselves, some other reporter will pull his own half-finished story from the mill and do it for them.

That's why I say this was typical of the whole business.

There has been a lighter side, of course. They divided the press camp into two sections. "Happy Holler" was the room for the sheep. There were two things you couldn't do there. You couldn't gripe about anything, and you couldn't sleep. If you wanted sleep, you went to the other room for "the goats." In that case, you were not entitled to share in either the whiskey or the arguments in the sheep room. These, incidentally, have usually been about the fine points in military operations.

The one about the definition of a road block lasted through most of one night. Conniff insisted that if a road is out, by mortar or machinegun fire, it is a road block and you don't have to have logs or anything else that is tangible on the road. Somebody said —a very fine composer of prose, too—"In that case, anything is a road block that fixes things so you are afraid to go down the road."

This was all straightened out in the apology hour later.

IT has seemed to me that the main characteristic of the whole press corps has been simply great weariness. In three months, they grew more tired than they were in three years of the other war. It has probably been more from being penned in by a static situation, and by the greater degree of danger, than anything else.

In the other war, you were reasonably safe at a battalion command post, and certainly at a regimental c.p. But not in this one. The Koreans are billy-goats and they have made a fine art of guerrilla-ing. Most of these were born to it, of course, after 40 years of raising hell with the very efficient Korean garrison that the Japanese used to station in Korea. So they have shot up one of our headquarters, and our Koreans have shot up one of theirs—both far behind the lines—and there has been no peace anywhere.

AS a press association man, I want to say just one word about the mechanics of this show, and why, from our point of view, it is a harder war to cover.

In the last one, you were tied to the communique, so far as hard news was concerned. That is, you might be with a

[*Turn to Page 56*]

*Later, Frank Emery was killed with two other International News Service correspondents when a plane crashed in Japan. He was returning to the front after convalescencing from his wound.

A TIP TO MEMBERS OF SDX ATTENDING THE MIAMI BEACH CONVENTION—

AMERICA'S ONLY

MONKEY JUNGLE

IS SOMETHING TO WRITE ABOUT

HERE, HUMANS ARE CAGED AND THE MONKEYS RUN WILD

22 MILES SOUTH OF MIAMI, FLORIDA
Off U. S. 1

MIAMI RARE BIRD FARM

is one of the rarest sights you can see during your visit to Miami Beach for the Sigma Delta Chi convention.

here, hundreds of the world's most exotic and unusual feathered creatures will amuse and amaze you. Come!

Alton Freeman
Owner

Compliments of

TROPICAL PARK

[The Friendly Race Track]

Thoroughbred Racing: November 30 through January 16

Coral Gables, Florida

Pat Morin

[*Concluded from Page 54*]

unit that took a big city or an important position. But until the communique acknowledged it, usually 24 hours later, the censor would hold the story. Hence, it was practically impossible to score a beat, and you were not likely to be beaten, on actual operational news.

Since this is an uncensored war, the position has been very different.

Within security limits, every move in the ebb and flow of battle is reportable. There is no such thing as covering the story from war-maps, hours behind any change. To do the vacuum-cleaner job that a press association attempts, you have to put a staffman with practically every regiment, and have some others at hand to run copy back to the communications point. Which may be 20 or 30 miles and 4,000 jeep-jolts away.

It would be easier with the censor, but nobody wants him back. Certainly, nobody wants to have him sit on a story until it gets back to Washington or London where some brass-hat, in need of a bit of news for the press conference, can break it ahead.

Well, that is a little bit of the Korean picture. It has been a dismal and dreary war and the men covering it are more durable and braver than we were in the last war. The work has been harder, the losses greater, and there has been much less fun. Believe me, no "South Pacific" is going to come out of Korea.

But there is a little song, composed by Big Bill Lawrence, of the New York *Times*. He is not much of a lyricist, but he is a great war correspondent. He knows how to get the seat cushions out of burning Russian tanks, and therefore has been made a press corps colonel and is allowed to sit in the front seat of the jeep and say, "Forward, men!"

This is his song to the tune of the four-leaf clover:

We're looking over a well fought over
Korea—which we abhor.
One for the money and two for the show,
Walker says stay but I really should go.
No use complaining, we're still maintaining
We'll get what we had before:
Korea—Korea and diarrhea
To make things grow some more!

Maybe they can use it at the Gridiron Club this winter.

Adolph O. Goldsmith (Louisiana State '49) became promotion and production manager of the Louisiana State University Press, book publishers, this fall. Goldsmith one of the writers of LSU *Daily Reveille* editorials which won the Sigma Delta Chi college contests both in 1948 and 1949, has had wide experience on newspapers in Missouri, Arkansas and Louisiana. He has been reporter, columnist, special feature writer, printer, proofreader and pressman. He was also president of the Arkansas Authors and Composer's Society in 1941-42. He served three years in the 16th Cavalry Squadron during World War II in England, France, Belgium and Germany.

Scott Greenwood (Nebraska '47) is manager of the Nebraska Press Association.

Tom Smith

[*Concluded from Page 36*]

Many of Miami Beach's hotels did near-capacity and capacity business during July and August. Traffic at times suggested February activity.

Economical rates made it possible for a secretary to have in summer the same room or apartment occupied by her boss in winter, for between one-fourth and one-third of what he paid. A wide range of inexpensive rates was available because three-fourths of the city's 361 hotels remained open all year.

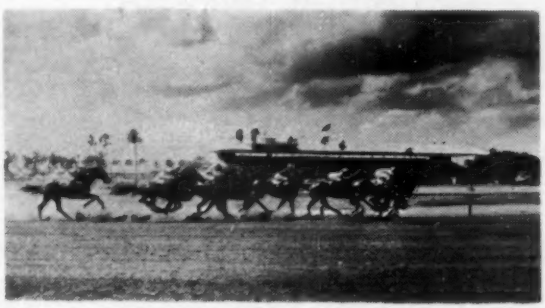
Delegates to the next Sigma Delta Chi convention will see the nation's newest city in architectural design. On the basis of permanent population and construction, Miami Beach became the fastest-growing municipality in the country between 1930 and 1940.

Two hundred hotels were built during the six years before Pearl Harbor. Thirty-six have been added since World War II. Eight more now are under construction. More than one-fourth of all the hotel rooms in Florida are in Miami Beach where there have been more hotels erected in the last fifteen years than in most of the other American cities combined.

William W. Richardson (Drake '50) is on the staff of the Thompson (Iowa) *Courier*.

John L. Cobbs (Stanford '39) is business policy editor of *Business Week* magazine.

VISIT BEAUTIFUL GULFSTREAM PARK



"The Track By The Sea"

1951 Racing Dates

March 5, through April 20

Hallandale, Florida

(14 miles North of Miami on U. S. Hiway No. 1)

WELCOME

ΣΔX

While you're attending your national convention at Miami Beach, we'll be putting in and tending crops of tomatoes, beans and other winter vegetables.

To those of you who live where winter, by now, has laid its bleak mantle over the land, this should be an intriguing sight, perhaps a story.

We'd be proud to have you visit our farming operations on one of your side trips. A drive through the Redland District of Dade County should be a must on your sightseeing list.

SOUTH DADE FARMS

Homestead, Florida

Jack Thale

[*Concluded from Page 40*]

the Caribbean area, with large amounts spent for the construction of modern hospitals, schools, rural settlements and other projects.

Best buys in the Dominican republic: Mahogany and sisal items.

PUERTO RICO, a little more than an hour by air from Ciudad Trujillo, is a slice of the United States that never learned to speak English.

It was acquired by the United States from Spain as a result of the Spanish-American war, but 50 years have not been able to change the prevailing language from Spanish and today there is not one generally-circulated English language newspaper printed on the island.

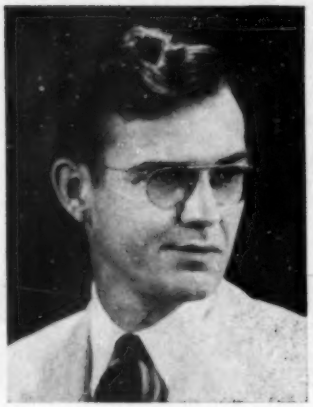
The ponderous fortresses and the narrow, cobbled streets of San Juan reflect the city's 425 years of often-turbulent history.

La Fortaleza, built 417 years ago and now used as the official residence of the insular governor, is the oldest governor's mansion under the United States flag.

Excellent roads that gird the island give travelers some breathtaking views of 4,000-foot peaks amid lush tropical scenery. The whole island is only about 100 miles long by 36 miles wide, and can be covered easily.

Best buys in Puerto Rico: Needlework, rum.

Phillip B. Jeffries (Nebraska '47) is a reporter for the Evansville (Ind.) *Press*.



Jack Thale

Dr. Harry Wood (Wisconsin '32) has resigned after six years as dean of the college of fine arts at Bradley University to join the Don Heinrich Advertising Agency in Peoria, Ill., as director of public relations. A former newspaperman and teacher of journalism, Dr. Wood has won renown as a lecturer and a portraitist. Combining journalism and art, he paints noted people and interviews them at the same time. He has just completed six months research in Rome on the symbolism of advertising as an outgrowth of historical traditions of both art and literature.

Robert L. Stuhr (Drake '38) has taken over the position of director of public relations for Drake University. He was formerly alumni secretary and the public relations office has been enlarged to include admissions counseling and the alumni office. A '39 graduate of Drake, Stuhr served five years in the infantry during the war and two with the Retraining and Reemployment Administration in Washington after military service.

Bob Dorang (Oregon '50) is wire editor of the Caldwell (Idaho) *News-Tribune*. He was a 1949 graduate of Lehigh University and spent the past year at the University of Oregon working for his master's degree.

Michael J. Connelly (Illinois '50) is in Beloit, Wis., as editor of the *Brown Swiss Bulletin*, national publication of the Brown Swiss Cattle Breeders' Association.

Lindsey Williams (Detroit Professional '48) is on public relations for the American Telephone & Telegraph Company in New York City.

Wayne L. Anderson (Emory '49) is television editor of the Atlanta *Journal* and directs publicity for Stations WSB and WSB-TV.

WELCOME SIGMA DELTA CHI

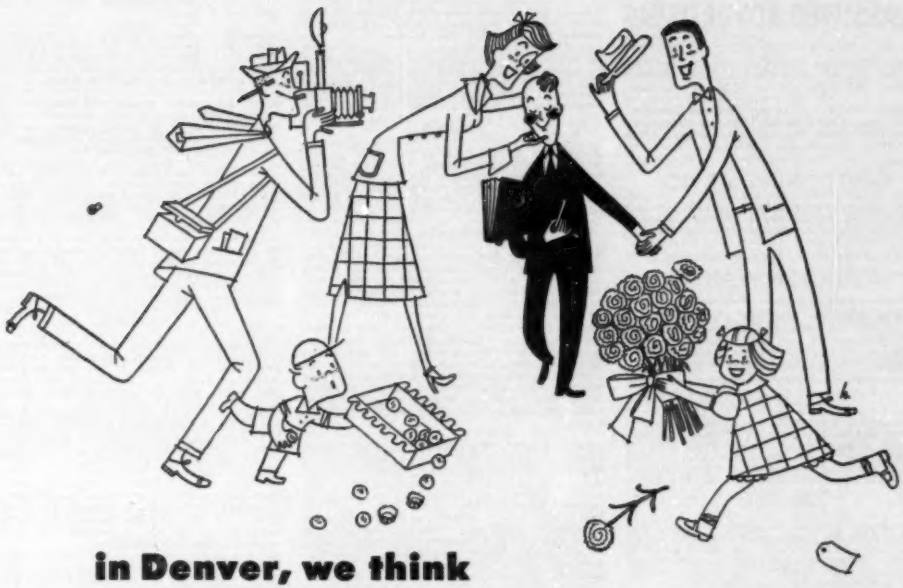


There's much to see in Greater Miami. For busy convention delegates with limited time for sightseeing, planned tours is the answer.

Our entire fleet of air conditioned busses and our taxicabs and trained personnel are at your disposal. We'll be happy to serve you.

RED ADAMS BUS LINES

3 N.E. Third Avenue, Miami, Florida



in Denver, we think the Census Taker is a v-e-r-y nice man

Some other cities, whose population "guesstimates" were a little optimistic, may be mad at the census taker.

But we're not. We have good reason to think he's a very nice man. According to preliminary figures released by the Census Bureau, here's what he found:

	1950 CENSUS	1940 CENSUS	INCREASE
METROPOLITAN DENVER	*560,309	384,372	46%

***NOTE TO ADVERTISERS:**

If it's not already there, better put Denver on your Class A Schedule of "Cities Over 500,000." It's a rich market, too, with a "Quality of Market Index" of 140...forty percent above the national average.

CIRCULATION

Daily	226,866
Sunday	359,288
Rate, Comics, Magazine	397,454

A.B.C. Publisher's Statement March 31, 1950



THE DENVER POST

The Voice of the Rocky Mountain Empire

PALMER HOYT, EDITOR AND PUBLISHER

Represented Nationally by Moloney, Regan & Schmitt, Inc.

CLASSIFIED ADVERTISING

Rates—Situations wanted: 40 cents a line. Help wanted and all other classifications: 80 cents a line. Minimum charge $3.00 an insertion.

Classified display $10.00 per inch, per insertion. When answering blind ads, please address them as follows: Box Number, The QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

CARTOONING SERVICE

My finished cartoons drawn to your gags at $1.00 each. Mailed flat on Illustration board. F. Cunningham; Brookside Rd.; Leavittsburg, Ohio.

SITUATION WANTED

The following situation wanted advertisements are listed according to the states of residence of the men advertising and does not necessarily reflect a preference for employment in the respective states.

ALABAMA

SITUATION WANTED—Family man, 28. Journalism degree and year experience on semi-weekly desires change. Prefer small daily or weekly. Can handle reporting, editing—help with advertising. Presently employed. Can take responsibility. References. Box 249, The QUILL.

ARKANSAS

Experienced public relations and publicity man looking for change to Midwestern College. M.S., Univ. of Illinois. 27, also experienced as College journalism instructor, alumni editor, sports publicity director, and adviser to student publication. Box 233, The QUILL.

CALIFORNIA

Experienced daily, weekly, radio news editor and public relations director. Now company publication editor. Interested only in secure, advanced position. Box 171, The QUILL.

EDITORIAL—25 year old veteran, B. S. in Journalism, 3 years experience including Metropolitan reporting. East Coast newspaper or newsmagazine desired. Box 212, The QUILL.

I HAVE SOMETHING TO SELL TO YOU, Mr. Publisher, that you can readily re-sell to that hard-to-convince potential advertiser in your community whose stock argument is "No One Reads The Ads." It is a unique California column (not Hollywood gush) of human interest stuff about the place more people in the U. S. want to see than any other. I will give you a free peek at sample columns written by a topnotch magazine editor and former newspaper publisher. Box 1014, The QUILL.

Young experienced newsman wants cityside job with chance to join Ed. Page Staff. Have handled sports, general assignments, rewrite, papers 8M, 225M, 350M and wire service. S.B. Harvard, M.A. Stanford. Ex-Marine. Now employed in newspaper field, but see no avenue to Ed. Page. The QUILL, Box 272.

COLORADO

Hard hitting newsman with 7-year college background specializing Latin American relations wants job as magazine or newspaper correspondent. Now managing editor of daily. Free to travel. 30 years old. Box 143, The QUILL.

Position with future on small daily or weekly, college trained journalism graduate now assistant editor on semi-weekly. Married, Vet. Box 146, The QUILL.

Young man, 24, single, Univ. of Colorado, School of Journalism graduate, majors in both advertising and news-editorial, seeks active work in journalism field. Willing to go anywhere. Box 245, The QUILL.

CONNECTICUT

A copyreader-makeupman-reporter, experienced in handling wire and local copy and administrative responsibilities. Box 136, The QUILL.

WASHINGTON, D. C.

SITUATION WANTED — Editorial Assistant, late twenties. Information Specialist Washington at present, desires to move to NYC or Dallas. SMU Journalism grad. '46; special subjects: Literary and Amusements. Any city job considered. Box 235, The QUILL.

If you edit enterprising city daily and want exclusive circulation-building, prestige-catching coverage of front-line, foreign, or national events by experienced foreign & Washington correspondent, write Box 263, The QUILL.

FLORIDA

Journalism major; B. A. degree Univ. of Miami 1949. Edited Army paper two years. Knows Speed-Graphic—excellent feature, general reporting, pix. Good advertising salesman, copywriting, layout. Flexible, imaginative. Available now. Box 207, The QUILL.

GEORGIA

Prize winning industrial editor-photographer seeking position with future. Some experience in public relations, letterpress and offset production, operation of duplicating and addressing departments. Married, 27, prefer metropolitan area. Box 202, The QUILL.

ILLINOIS

Unusual public relations experience with Industrial Accounts; capable directing, carrying out all phases of publicity operation; seek New York City position with agency, industry, trade association. Salary $6,000. Box 124, The QUILL.

EXPERIENCED NEWSPAPERMAN, SDX member, age 29, single, veteran, with master's degree in journalism, desires position on editorial staff of medium or large size daily, any locale. Excellent references. Can handle speed graphic. Box 122, The QUILL.

I want to expand with your community, 5,000 to 100,000, and daily paper as reporter or copyreader. Northwestern graduate, 22, single. Experience: editor, navy paper; Chicago Tribune. Box 118, The QUILL.

Reporter, B.J., B.A., 30, single, vet., 3 years experience all beats, features, desk; seeks future on progressive medium-sized or larger daily. Box 112, The QUILL.

EDITOR, several years in magazines, books, desires permanent connection. Especially familiar with photography and photographic illustration. Prefer Chicago or southern Wisconsin area, but will move for good chance. Hard worker. Box 104, The QUILL.

Curious, capable journalism grad seeks start in career. B.A. Drake, '50. Can handle reporting features, rewrite, photography. Two years radio workshop. Single, will go anywhere. Box 183, The QUILL.

B.J., U. of Mo., '50. Vet, 25, single; desires job as reporter in or near Chicago; Salary secondary; Can edit copy, write heads, handle camera if desired. The QUILL, Box 288.

Writer-editor, N.U. grad, veteran, family man, with eight years varied newspaper and magazine experience, wants Chicago-area job demanding sound, seasoned, colorful writing, editing. Box 287, The QUILL.

WANTED: Out of Midwest. Employed veteran, 27, married, reporter-photographer wants reporting, news, desk work on daily, preferably West, Northwest, New Orleans, Washington, D. C. 1949 Indiana University graduate. Box 290, The QUILL.

Editor, 28, of small Texas daily wants back in Midwest in editorial department of medium-sized newspaper or in public relations field. Not eligible for draft. Journalism M.S. at Northwestern. Box 291, The QUILL.

My apprenticeship is over. Want to settle down in permanent job attacking problems with creative ideas. factual writing. 3 yrs. exp. daily newspaper, publicity, house organ, catalog copy. B.S. Wisc. Age 27, married. Box 221, The QUILL.

EDITOR-WRITER, experienced in all phases of publication production, available part time for newspaper, house organ or similar work. Both metropolitan, small town experience. Employed. Box 228, The QUILL.

My radio background and experience in programming and sales now warrant more responsibility. If your 250 watt radio station is in trouble, I feel confident I can work out a solution. Box 231, The QUILL.

Journalism graduate ready to begin newspaper career. Would like reporting or desk job on daily anywhere. Four years experience—from reporter to editor—on large college daily. Box 237, The QUILL.

Missouri Journalism graduate, single, with varied daily newspaper and radio experience seeks reporting, writing or editing job paying $60 weekly minimum in either medium. Location secondary. Box 248, The QUILL.

Honor journalism graduate of Marquette University with seven months magazine re-write experience urgently desires change to reportorial work on daily or weekly newspaper. Will go anywhere. Box 252, The QUILL.

EMPLOYED sports editor, seven years' experience sports, city coverage, seeks college athletic publicity or sports spot, upper Midwest, Northeast. Avoid hay fever. University of Maine, University of Iowa grad., SDX. Box 260, The QUILL.

N. U. Grad. Journalism '49. Single, 33, with seven years experience in news service, publicity and house organ work, desires rewrite or editorial spot on employee, trade or educational journal. Box 265, The QUILL.

INDIANA

Position in newspaper work, advertising, or public relations. Southwest or West coast area preferred. B.S. degree in journalism. Experienced in publicity, advertising and newspaper work. Age 27, married. Box 133, The QUILL.

SITUATION WANTED—Reporter with one year experience wants work on medium-sized daily as sports editor. Single and A.B. degree. Prefer Indiana or Kentucky. Box 166, The QUILL.

Butler University graduate in journalism and a history post-graduate student for year at University of Arizona, would like editorial position calling for knowledge of foreign countries. Box 169, The QUILL.

Butler Univ. graduate with one year experience in the weekly field desires reporting or editing job on daily or weekly publication. Will go anywhere. Box 185, The QUILL.

Editor small daily wishes desk job or teaching position. Masters degree in journalism. Veteran, three years experience. Married with one child. Now employed. Box 190, The QUILL.

REAL JOB—Experienced reporter, sports writer, telegraph editor, and make-up man desires top position on staff of midwest publication that describes itself as a newspaper without blushing. Background of 27 years honest effort. Box 205, The QUILL.

Alert, capable DESKMAN, REPORTER, SPORTS EDITOR-Midwest daily of 7,000 seeks transfer to larger paper. Single. Indiana Journalism Grad. Location unimportant, salary secondary. Desires experience. Box 219, The QUILL.

June grad., Butler Univ., thoroughly trained for newspaper work. Desire reporting, editorial work on small daily, weekly. Married, vet., 26. Go anywhere, salary secondary. Box 257, The QUILL.

IOWA

Radio writer-director. Two years all-round experience writing and producing adult and children's dramatic shows on midwest 5 KW. Radio news experience. Journalism graduate, single, veteran. Box 109, The QUILL.

Free-Lance Writer-Photographer available for assignments anywhere in the world. Former Editor two magazines, plus newspaper experience. Single, 29. Own Canoe, Automobile, Speed Graphic, Ikoflex, Typewriter. Box 247, The QUILL.

KANSAS

Public relations work for ambitious 1947 Missouri University journalism graduate. Three years varied experience Kansas daily. Married, 27, no children. Sober, reliable, neat dresser with public speaking and magazine experience. Box 216, The QUILL.

Five years experience at 25, college degree, veteran, seeks change for midwest daily of 60,000 circulation. A whiz on a desk. Box 220, The QUILL.

LOUISIANA

DENVER AREA. Writer, 30, with newspaper, motion picture, television, and advertising experience. Considers clear, forceful presentation of ideas more important than sweet-sounding

words. Desires permanent connection with good future. Box 170, The QUILL.

MAINE

Sparkling, reader-interest feature copy written to fit your requirements by 25-year-veteran daily newspaperman, fiction writer and public information specialist. Salary or contract. Box 179, The QUILL.

Experienced reporter. Maine Daily seeks similar position on Southwest daily or weekly. Prefers Arizona. 1948 Boston Univ. graduate. SDX. Can handle copy desk. Box 200. The QUILL.

MASSACHUSETTS

YOUNG BOSTON SPORTS WRITER desires new position with midwest or west coast daily. Single. 2½ years experience present post on general sports beat. Also edited college paper. Some desk experience. Box 153, The QUILL.

Reporter, copyreader, newspaper, magazine, house organ. Year's experience editing house organs for New York companies. Responsible for digging, writing, editing news, features. Cameraman. M.S. Journalism Northwestern. 25, single. Go anywhere immediately. Box 151, The QUILL.

Reporter 25, male, single, live anywhere. Two years editorial experience on newspaper and magazine. B.S. Can type, use speed graphic. News writing and feature experience. Some layout and makeup. Box 119, The QUILL.

There's a man—creative, conscientious, impatient, to get started with daily as reporter-featureman; 1½ years on weekly, experience in sales, direct mail, house organs; Boston U. grad., 31, M.A. in English. Box 117, The QUILL.

MICHIGAN

Reporter-photographer with yen to cover sports wants a crack at larger daily or live weekly. Can hold down desk job. College graduate. Want chance to prove worth. Box 114, The QUILL.

1949 University of Michigan journalism graduate with ad copy experience and six months editing of weekly desires spot on Michigan daily. Would like either general reporting or desk work. Box 134, The QUILL.

MINNESOTA

News writer, editorial writer good small Western Daily. Best references. 25 years experience. Clean, sober, reliable, single. Prefer West Coast. Box 250, The QUILL.

MISSISSIPPI

Young married man, over year experience as general reporter on small daily. AB degree with Journalism major, now employed, desire job on larger paper in South. Box 211, The QUILL.

MISSOURI

Editor, 30, M.A. degree and three years experience on daily newspaper, seeks permanent work in southwestern state with opportunity for advancement. Box 157, The QUILL.

Public relations, house organ, teaching or newspaper job. Experienced copyreading, college teaching, publicity, radio, feature writing. Missouri U. graduate, 29, married. SDX, KTA, AATJ. Midwest or Texas preferred. Box 165, The QUILL.

Journalism graduate who loves to write and has three years experience in big business and European travel wants to relocate in field of journalism; age 27, has good personality, appearance. Box 244, The QUILL.

Radio News Editor. 1915 to 1925, hard worker in school of hard knocks. Next decade earned Ph.D. from Cornell. Last ten years news editor, chosen BEST IN SPEECH in city with 8 stations. Box 253, The QUILL.

MONTANA

Recent journalism grad. Would like to work on house organ, small daily, or in public relations. Salary secondary to good future. Hard worker. 25 years old, married, no children. Box 135, The QUILL.

TO THE FOUR WINDS will go June Missouri grad., 25, for job as reporter or copyreader on small daily. Has B.J. degree plus A.B. in English. Box 242, The QUILL.

NEBRASKA

Bright young journalist, A.B., veteran, year's experience, reporting, some desk work on midwest daily in town of 100,000, seeks magazine, publishing or other editorial position offering relief from deadline nerves. Box 125, The QUILL.

NEW JERSEY

Ambitious June grad, age 25, 4 yrs. experience large college daily, desires full time position as Editorial Cartoonist, Theatrical Caricatures, sports, etc. Can do layout roughs, etc. Proofs on request. Box 269, The QUILL.

College grad, 29, wants help getting one foot on newspaper career ladder. Climb rest of way on ability. Prefer sports, house organ, trade paper. Radio news, athletic publicity experience. Single. Box 176, The QUILL.

NEW YORK

Twenty per cent circulation increase, five press association citations, big new advertising accounts—all these were gained by my employer in less than a year since I became editor of his weekly regional newspaper. Now, I'm seeking connection with good daily, preferably as feature writer, columnist. Man with ideas, spark, energy. Go anywhere. Box 230, The QUILL.

Missouri graduate desires position with a promising future at any salary. Preferably in Middle West or East. Some experience, much ambition. Box 262, The QUILL.

WANTED: Position as reporter or copy reader with daily paper, weekly, or news magazine in Northeast. Indiana University graduate, 26, with experience on weekly newspaper, New York trade magazines. Box 280, The QUILL.

MIDWESTERNER, with radio and United Press experience, yens to report for aggressive daily. Will work anywhere, including Korea and Brooklyn. Ready to start now. Single, 25, veteran, Wisconsin U. grad. Box 266, The QUILL.

Young, energetic, responsible, Oklahoma U. Journ. school grad. seeks reporting, sports or magazine work in Northeastern area. Worked up to editor of college paper and has professional experience. Salary secondary to opportunity. Box 289, The QUILL.

REPORTER-DESKMAN. BJ, U. of Mo. '49. Out of newspaper field now, want in. Married, child, vet, 24. Versatile writer, swift, accurate on desk. Also ad, photog, radio, facsimile experience. East, Midwest preferred. Box 277, The QUILL.

Reporter-Editor, 29, 32nd A/B veteran, 4 years exp., 2 with nat'l. news weekly, B.J., A.B.—Missouri, M.A.—N.Y.U., seeks advanced editorship, U.N expert, accurate, devoted to detail. Box 275, The QUILL.

Cornell graduate, 1950, drama and English background, desires position on newspaper or magazine. Much valuable collegiate experience. Single, 22 years old, ambitious, enthusiastic, willing to work hard at right job. Box 274, The QUILL.

M. U. graduate with four years' radio, two years' newspaper experience desires Eastern, Midwestern position as reporter. Have radio writing, editing, broadcasting background. Am 27, married, have children, seek permanency. Box 281, The QUILL.

NORTH CAROLINA

Widely traveled journalism grad with Yale MA in international relations plus Ph.D. work in political science and sociology seeks reporter-editorial position. Prefers South but can go anywhere. Available Sept. 1. Box 148, The QUILL.

OKLAHOMA

Agricultural extension or experiment station editing position. Have eight years practical newspaper experience and have taught journalism and photography in college four years. Have farm interests and background. Box 217, The QUILL.

OHIO

June grad., BSJ, Ohio University, 24, single, willing to go anywhere. Prefer dailies, weeklies, house organs, public relations. Limited experience as reporter, copy reader on daily of 22,000. Box 174, The QUILL.

Medill MSJ 1939, continuously employed, seeks advancement to picture or departmental editor on daily, magazine or house-organ. Skilled with typewriter and camera. Cleveland homeowner but will re-locate. Box 273, The QUILL.

PENNSYLVANIA

Newspaperman, 35, married, with six years daily reporting, three years university teaching experience, M.S. in J. degree, wants reporting job on large daily or editorship of small, solvent daily. Box 105, The QUILL.

Wanted: 250-1000 watt station where triple threat man can demonstrate ability. Announcer-Newsman-Salesman will build shows, handle complete news process, sell time. Some commercial experience—local stations. Journalism graduate. Box 131, The QUILL.

Missouri B.J., 21, some reporting exp., anxious to travel anywhere, pref. overseas, writes editorials, book reviews, music column. Interested in magazine or agency correspondence, willing to learn, ambitious, single, studious, honest. Box 160, The QUILL.

June '50 graduate with B.A. in journalism. Desires reporting or copyreading position on weekly or daily. Eastern states. Two years' experience on campus daily. Age 23, single, veteran. Box 259, The QUILL.

Journalism—Montana graduate, 29, two-year apprenticeship on leading Jersey weekly, wants out of weekly field. Will go anywhere. Excellent references. Four year War II vet. Married with family. Box 1015, The QUILL.

1950 Georgia journalism graduate with English minor desires reporting or radio position. Commercial and Army newspaper reporting and public relations experience. South preferred but not required. Box 213, The QUILL.

SOUTH CAROLINA

LOOKING FOR A PR MAN?

Experienced in newspaper, radio copy, house organ, publicity work and a little advertising. I'm looking for a job with a future. Presently employed, journalism graduate, Phi Beta Kappa, SDX, young, single, will work anywhere. Box 1017, The QUILL.

TENNESSEE

Missouri Graduate . . . three years daily experience, sports editor, makeup, reporter, copy desk, state editor. 24, single, veteran, desire 15-30,000 circulation daily. Now editor Associated Press. Have car, go anywhere. Box 209, The QUILL.

NEW MEXICO

Available for right offer . . . experienced newspaper and radio reporter, prefer sports writing and assignment in the Southwest, but will handle assignment and go anywhere. Five yrs. experience, good references. Box 194, The QUILL.

NEW YORK

Position in or around New York City teaching either journalism, public relations or American History in senior or junior college. Have M.A. Columbia, rich experience, have written book. Consider part time. Box 106, The QUILL.

PUBLICITY or EDITORIAL position. Recent journalism graduate, Phi Beta Kappa, SDX, magna cum laude. Handle writing or contact, some house organ and radio experience. Travel or relocate. Box 107, The QUILL.

SOUTHERN METHODIST JOURNALISM GRAD., 26, single, with editorial experience in Amusements and Literary fields, would like to be of service to you. City life preferred. Box 127, The QUILL.

Radio Man: Night news editor, New York network offices. Experience in programming sports. Primarily interested in relocating Southwest, where managerial berth is possibility. Veteran, single. Best references in industry. Box 142, The QUILL.

ADVENTURE-SEEKING Reporter-writer eyeing alert dailies or European-Far East beat. OSS vet, 26, BS in J, MA in Government, pilots license and free to roam. Serious, sober, sensible. Box 145, The QUILL.

Young Journalism graduate, now editing employee newspaper and assisting in Public Re-

[Turn to *Next Page*]

Classified Advertising

[*Continued from Page 61*]

lations, seeks greater responsibilities and position where initiative, energy and talents are recognized. Solid magazine, newspaper and academic background. Box 164, The QUILL.

Nat'l. Magazine experience editing, reporting, rewriting, headwriting, layout and art specifications, page okaying, the works; Phi Bete seeks betterment mag. field, pref. general. NYC. Upward $75. Box 181, The QUILL.

M. A. Syracuse seeks research job with writing duties or general reporting on daily or weekly. 2 yrs. experience, go anywhere. Veteran, married, legal and investigation experience. Box 204, The QUILL.

TEXAS

News Bureau Manager desires change. Six years experience in metropolitan field. Reporter and Photographer. Family man. Veteran. Stable. Prefer west of the Mississippi. Box 149, The QUILL.

Alert newsman seeks challenging writing or desk job. Daily, weekly, wire service, magazine experience. Makeup specialist; fast, accurate copyreader; wide-awake reporter, feature writer. Box 150, The QUILL.

AMUSEMENTS. 2 years experience on large daily, makeup, theaters, niteries, radio-tv, news, features. Want job offering opportunities. Intelligent, imaginative, discriminating. Journalism, English degrees, SDX, single, veteran. Box 1016, The QUILL.

Experienced sports writer desires job in Midwest with medium-size daily. Missouri graduate, married veteran. Now employed but would like a change of location. Box 267, The QUILL.

VIRGINIA

EDITOR, WRITER, desires organizational or general magazine employment in mid-South or South Atlantic states. Age 40, experienced travel and transportation fields, collecting field data, research, some public relations. Box 137, The QUILL.

WASHINGTON

Reporter, 29, 4 years all-round experience city-side on Western daily, seeks reporter's, copy reader's position, on medium or large daily, anywhere. Married, one child. Have car. Willing to travel. Box 154, The QUILL.

Experienced reporter, 7 years, editor, teacher prefers daily or college P. R. Western states. OR weekly with wife, also experienced (13 years). He has M. A. English; she B. A. journalism. Box 218, The QUILL.

PHOTO-REPORTER experienced weekly, daily newspapers, general circ. mags., trade and house organs. A-1 photo equipment, operate Fairchild engraver. Want spot staff photog. or any combo.: editor, photographer, reporter. Box 261, The QUILL.

WISCONSIN

Graduate, University of Wisconsin. Master's degree in English, wide background in newspaper and magazine work. Winner two national play contests. Desires position requiring brilliant ability to use English language. Box 111, The QUILL.

PUBLIC RELATIONS. Reporter on midwest daily wants career job with reputable firm. Single, 23, degree. Consider anything, anywhere. Available at once. Newspaper, sports, general features; public relations; radio; magazine. Box 115, The QUILL.

SDX'er and Phi Beta Kappa, honored as UW's outstanding journalism graduate, 1950, wants chance to demonstrate writing ability. Trained in all fundamental journalism techniques. Interested in newspaper, radio, public relations. Box 283, The QUILL.

Position wanted on magazine or house organ by single graduate student, 25, in magazine journalism. B.A., U. of Wisconsin School of Journalism, 9 months graduate study Northwestern U. Prefer Chicago. Box 292, The QUILL.

Marquette graduate 1950, seeks reporting position with house organ, daily or weekly newspaper. Some experience with union newspaper as editor & reporter. References upon request. Box 243, The QUILL.

DENMARK

Recent journalism school graduate now freelancing in Denmark seeks reporting position on daily in or near Portland, Oregon, after Nov. 1. Particularly interested in feature work. Box 256, The QUILL.

FRANCE

TEXAN IN PARIS desires tieup with French office of American publication. BJ '49. Fluent French. Four years experience with University, city dailies. Editing, makeup, reporting. Also advertising, public relations. Box 227, The QUILL.

Convention

[*Concluded from Page 18*]

Army group. In 1945, he went to Austria as deputy commander of U. S. Forces there.

Later, he was transferred to Washington to become commandant of the National War College. And in 1947, he was made director of the joint staff, Joint Chiefs of Staff.

Officers and fellows will be elected at a final business session Saturday afternoon, followed by the annual memorial service for departed members of Sigma Delta Chi at 5 p.m. and a model initiation ceremony at 6 p.m.

THE convention will be climaxed Saturday night by the annual banquet at which Sigma Delta Chis will hear a speaker known around the world. Sir Mohammad Zafrullah Khan is noted as lawyer, judge and statesman. He represents Pakistan in the United Nations and can speak for one of the two free nations on the great Indian peninsula who represent the best hopes for understanding between East and West.

Educated at Government College in Lahore and at King's College and Lincoln's Inn, London, he qualified as a barrister and gained a great name in Indian law before becoming judge of the Indian federal court in 1941. Six years later, after the separation of India and Pakistan, he became Pakistan's foreign minister and leader of its delegation to the United Nations.

His many other services to his government and to the United Nations include the presidency of all the All-India Moslem League, membership in the viceroy's executive council, advisor to the Nawab of Bhopal, agent-general for India in China and spokesman before the U.N. Security Council in the India-Pakistan dispute. He is the author of many books on Indian legal affairs and has often visited and spoken in American cities.

The banquet will end with presentation of Sigma Delta Chi journalistic awards. Afterwards, the delegates will have their final fling at the Roney Plaza dance.

IN line with the general atmosphere of Miami Beach, convention officials are keeping details as informal as possible. Dress for all events, including the banquet and dance, will be informal.

The balmy early-winter climate of Miami Beach should make the 31st conclave a "shirt sleeve convention" literally as well as figuratively. The average temperature in November—when first frosts have already nipped many of the cities from which delegates will come—is a pleasant 72.6 degrees with little rain, a lot of sunshine and flowers in profusion.

Convention officials point out that light suits, sports shirts and summer slacks will be desirable garb for men. The informal atmosphere at Miami Beach makes even short-sleeved sports shirts acceptable wear in most hotels, restaurants and other public places during the day and in quite a few of them at night.

For women accompanying their husbands to the convention, cottons, prints, tropical weight suits and a light wool jacket for evening wear will fill the bill.

Wear for surf-bathing and for lounging in front of sun-bathed cabanas, of course, is a must.

On the Job

Paul Shinkman (Michigan '20) took a leave of absence from his duties as Washington correspondent for the *Central Press* and director of news for WBCC to serve temporarily as a consultant on German affairs with the State Department. A former foreign correspondent, he has frequently returned to Europe to do special articles for the *Central Press* and broadcast from London and The Hague.

Ray Rowland (Missouri '49) is associate editor of the Seymour (Mo.) *Citizen*. The *Citizen* is edited by his brother, D. Wayne Rowland (Mo. '44).

Gerald W. Chrisman (Oregon '37) is publisher of three Washington weeklies, the Lind *Leader*, Connell *News* and Othello *Progress-News*.

Donald R. Clark (Washington '49) is advertising manager and promotion writer for the *Daily Alaska Empire* at Juneau, Alaska.

Melvin C. Koch (Ohio State '36) is director of public relations for the Ohio Bureau of Unemployment and Compensation.

Earl L. Miller (Butler '44) is plant editor at the Louisville, Kentucky, assembly plant of the Ford Motor Company.

John G. Sabella (Penn State '38) is in Cleveland, Ohio with *Textile World*, published by the McGraw-Hill Company.

Greg Fosselman and Tom Meis (Iowa '50) are reporting for the Sioux City (Iowa) *Journal-Tribune*.

Max Q. Elder (Iowa '49) is science editor for the information service of the University of Iowa.

R. L. Vickery (Missouri '30) and Charles Stacey (Texas '43) are publishers of the Salem (Mo.) *News*.

William O. Myrick (Alabama '50) is working on the copy desk of The Birmingham *Post-Herald*.

Paul H. Spiers Jr. (Boston '49) is on the staff of the Providence (R.I.) *Journal*.



METTA A. SUDBROCK AND MRS. JOSEPH L. KOTARSKI chat with receptionist Doris J. Bacich while waiting for the annual meeting of Standard Oil stockholders to begin. All of our 96,800 owners are invited to attend the annual meeting—but if all of them were to come, we would have to hold the meeting in an arena about the size of Soldier Field on Chicago's Lakefront.

WE SEND MONEY TO 40,000 WOMEN

To be exact, there are 41,458 women among the owners of Standard Oil. We are glad to send them their dividend checks, because if it weren't for their investment with us we couldn't provide so many jobs, make so many products so well, or take care of so many customers.

Besides the ladies, Standard Oil has as owners 36,100 men, 175 educational institutions, 185 charitable organizations, hundreds of insurance companies and business firms—a total of 96,800 owners in all. No one man or woman owns as much as 1% of our stock; no institutional owner has as much as 5%.

In 1949, our 56th consecutive year of dividend payments, stockholders were paid dividends having a value of $2.69 per share—a return on money provided to create jobs and make production possible. The 46,700 employees of Standard Oil and its subsidiary companies averaged $4,600 in wages and benefits. Their high earnings were due not only to their own skills, but also to the fact that each one of them has behind him an average of $30,100 in tools and equipment.

A business like ours, you see, means large numbers of people—lots of employees, lots of owners, lots of customers. Business depends on their work and their money. They depend on business for wages, for dividends and for useful products of all kinds.

STANDARD OIL COMPANY (INDIANA)



FOR EIGHTEEN YEARS, Mrs. Walter Johnsen of Fargo, North Dakota, has been enjoying dividends from the Standard Oil stock she purchased in 1932. The steady return from her investment helps make it possible for her to pursue her spare-time interests.



ANOTHER of our 96,800 owners is Melba Taylor of Indianapolis, Indiana. As to anyone who has invested in the ownership of a large and useful corporation it is reassuring to Miss Taylor to know that Standard Oil has paid dividends each year since 1894.



AS A WIDOW, Mrs. V. E. Webb of Glen Ellyn, Illinois, knows the importance of sound investment. The dividends she receives from her Standard Oil stock help her to maintain her home and to follow her hobby of fancy needlework.



ESTHER ANDERSON of our Minneapolis office, is one of the thousands of Standard Oil employees who are also among our 96,800 owners. Like any other owner, *employees* buy stock on a purely voluntary basis, putting their money to work where they work.

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